THE CASH BOX

THE CONFIDENTIAL WEEKLY OF THE COIN MACHINE INDUSTRY

Vol. 8, No. 47
WEEK OF
AUGUST 18, 194

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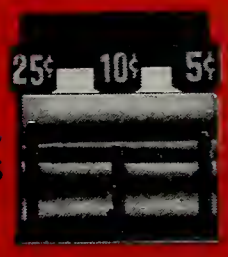

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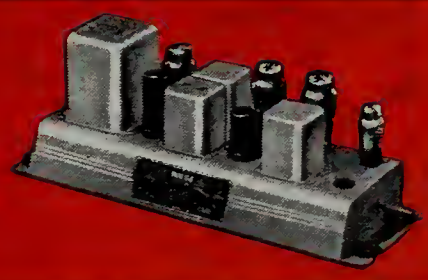

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Vol. 8, No. 47, Serial Number 309 Week of August 18, 1947

Public Referendum is the Answer

"COINTOONS"

By Bill Gersh

For sometime now there has been a mistaken belief on the part of many coinmen that it's "the public" who don't want coin operated amusement games in their communities.

This is not true. As in many other such matters thruout this grand and free nation, it's the politico who decides what's good, and what's not good, for little Johnny Q. Public.

Johnny hasn't a chance. And the very fact that he's so careless and lackadaisical about his rights, has given the politicos the whip hand in all such matters.

It just takes one flimsy excuse, one letter from a crackpot, and Big Honest Joe Politico goes off on a ranting, raving tear obtaining for himself the necessary reams of newspaper publicity he so sorely requires at regular intervals to continue focusing attention to himself as insurance for his political future.

It's certainly a sad and pitiful picture to see this grand nation of "free" men, all these little Johnny Q. Publics, being told what is, and what is not, good for them. This was most definitely proved just about a month ago when in Madison, Wis. representatives of the Wisconsin Association of Club Managers appeared before a State Senate Judiciary Committee to advocate repeal of the present Thomson Anti-Gambling Law. Carl M. Gardner of Kenosha, Wis., secretary of this organization, told the committee, "The Thomson Anti-Gambling Law is the most unpopular law ever passed."

To test this, State Senator Buchen, a member of the Judiciary Committee, tried a little experiment in the hearing room. He put the question of "legalizing gambling" up to the audience. (This was just about the toughest method he could use, even for an experiment.) The vote, from among all those who were present (and the fact is that the people present were there for another reason, not the Thomson Anti-Gambling Law) was 14 to 13 with the majority against gambling. (He did not discuss such simple amusement as pinball.) But, on the question of submitting the measure to a public referendum, these same people voted 20 to 2 in favor.

In short, this once again proved that Johnny Q. Public has very little to do with the final decision as to whether amusement games should, or should not, run. But, he would like very much to be the one who should decide. There is no earthly doubt that in the majority of the territories now closed to such amusements as pinball, were the decision put up to public referendum, Johnny Q. Public would vote for, not against, their operation.

And this is again where a Public Relations Bureau is needed. Here a Public Relations Bureau, by laying the groundwork over a period of time, can arrange for a better understanding of this industry and its products, helping those who will then demand that the decision be put up to "popular public vote" to be assured they will have every chance of a fair ruling.

In a discussion in a restaurant the other day, two coinmen asked patrons present whether they believed there was any harm in pinball for themselves or their children, and whether they believed that pinballs should be allowed to operate in the community?

The result was very startling to both men. The average person didn't see any harm in pinballs. Some stated they would like to see them in operation. Others shrugged their shoulders and said they didn't care one way or the other, because they never played them anyway. Out of 14 people questioned only one was definitely against their operation.

There is no longer any doubt in the minds of these men, as there shouldn't be in the minds of all others engaged in the business of coin operated amusement, that a public referendum would definitely prove whether or not the general public want the games to operate in those communities now closed to them, in the majority of cases, by political action.

There is no earthly doubt that if Mr. and Mrs. Johnny Q. Public are given the opportunity to cast their vote regarding whether they would, or would not, like to have such coin operated amusement as pinball in their community — the chances are that their answer would be . . . "yes".

This, then, should be the goal of all those in territories where such amusements as pinball are not now allowed. Those coinmen should arrange first with the Public Relations Bureau of this industry for an intense and intelligent educational campaign to tell the public all about the games operated by the trade. Demand should then be made right from the politicos themselves and from those bluenoses who seems to know all about what is, and what isn't good for Mr. and Mrs. Johnny Q. Public to hold a public referendum.

Let Johnny Public and his wife DECIDE FOR THEMSELVES . . . FOR A CHANGE.

THE CASH BOX

"THE CONFIDENTIAL WEEKLY OF THE COIN MACHINE INDUSTRY"

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BIG JOB FOR '47

THE DAMON RUNYON MEMORIAL FUND FOR CANCER RESEARCH

"Arrest Cancer — It's Wanted For Murder"

NEW YORK—The big job for '47 is the Damon Runyon Memorial Fund for Cancer Research.

It's a job to which the entire coin machine industry has dedicated itself.

It's the sort of a job which every coinman in the nation likes, for this is the kind of a job which will bring comfort to many, many thousands of peoples all over the world, and especially to the members of the coin machine industry for — a job well done".

Every operator in the nation should get back of this job with all that he has in him to make it the most successful and oustanding contribution to the good and welfare of his country. It's that kind of a job.

Every operator can immediately, without even waiting for notification from Coin Machine Industries, Inc., or his distributor, or his friends, make up placards of his own and donate one, two or three or more days' complete collections from his machines to the Damon Runyon Memorial Fund for Cancer Research and make out his check for total intake and send it to: *Coin Machine Industries, Inc.*, 134 *North La Salle Street. Chicago* (1) *Ill.*

Waiting is wasting time. The interest is there. The public will many times appreciate and honor and acclaim this grand and great effort on the part of any and all operators everywhere in the country.

While the iron is hot — strike — and strike now. While people remember that remarkable and outstanding broadcast made by Walter Winchell on his Sunday, July 13, 1947 program to 25,000,000 listeners over the American Broadcasting Company — use that to advantage and collect as much as possible for the great Damon Runyon Memorial Fund for Cancer Research.

That's the way to clinch and put over an idea for this "Million Dollar Drive". You operators, and all you members of the coin machine industry, can do it.

Now, then, is the time for you to show up the great, charitable strength of your industry. Now is the time to go all out. Now is the time to act. This is the time for you to help push over the top the grandest and greatest opportunity which have ever presented itself to the entire coin machine industry.

Whether you operate juke boxes, vending machines, amusement games or service devices, arrange to have placards painted and tacked onto them proclaiming to one and all the day or days when you believe you should donate part or all of the proceeds which will enter into those machines to the Damon Runyon Memorial Fund. This is the time to ACT. Act quick! Do this job like no other great job has ever been done by the coin machine industry.

Do it! Now! Don't wait! Don't linger! Don't hesitate! Act quick! Only by quick action can you put over this tremendous $1,000,000 drive for all those good people who listened to Walter Winchell's broadcast and who believe in the coin machine industry to do a great job for the world by bringing to the Damon Runyon Memorial Fund for Cancer Research the monies so necessary to saving so many lives.

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IT'S EASY..

TO FILL OUT THE COUPON ON THIS PAGE TODAY AND MAIL TO

Ray T. Moloney

(National Chairman, Coin Machine Division of

Damon Runyon Memorial Fund for Cancer Research)

c/o Coin Machine Industries, Inc.

134 No. LaSalle Street, Chicago 1, Illinois

Dear Ray:

I want to do my share for this great Fund. Here is my personal donation in the amount of .....

I am also going to give ☐ part or ☐ all of the collections from my machines for (day or days) .....

Signed .....

Firm .....

Address .....

City .....State .....

BOOTLEGGERS ARE AT IT AGAIN

Complaints Grow. Claim Bootleggers Are Actually Sending Salesmen Into Other's Territories. Prices Being Smashed.

NEW YORK—The bootleggers are on a rampage again. After their last big field days during the past winter, when they went hog wild on sales of equipment everywhere in the nation, it was believed that they had been most completely halted by the stern measures adopted by the majority of manufacturers.

But, it now seems, that once the situation eased down, and the warm summer months came on, the bootleggers have returned in even greater force and with their famed smashed price policy.

Now they are not only using the mails to inform operators and jobbers in other parts of the nation of the fact that they can ship them absolutely anything in automatic equipment, but, have even gone to the extent of sending salesmen into other distrbiutors' territories and selling right on the ground floor, thru one sort of subterfuge or another, such as billing the equipment to some operating firm in their own territory first, prior to shipment out of their territory.

This is the sort of thing which can be expected from the sort of people who cannot sell, never could sell, and never will be able to sell any sort of coin operated merchandise. It is their answer to the trade as to what this industry can expect when conditions are such that real salesmanship is again required.

Instead of preparing themselves in advance for any eventualities which may arise in the future, they have continued on in the belief that wherever, whatever and whoever they sell, at any place they sell, will be okay and, as some of them have openly stated, "okay with the factories, too".

This is not true. The manufacturers are bitter against the bootleggers. They will rid themselves of these people the moment they can get definite proof, is what leading manufacturers have told *The Cash Box*.

Those distributors who believe that the manufacturers condone the bootleggers should completely erase such thoughts from their minds. It is not so, The manufacturer is not in there with the tremendous amount of money he has invested in his factory and in his dies, tools, jigs and equipment, just for a "one time shot". He is, instead, in there for the long pull. He wants business next year, and the year after that and after that. He knows that bootleggers will hurt his complete set-up.

The Cash Box was truly surprised to learn from those distribs who complained of the bootlegging which is again in progress that these men, at least the majority of them, actually believed that the factories condoned such practises. *The Cash Box* immediately phoned leading manufacturers and, after explaining the situation, received statements to the effect (and vigorously so) that these manufacturers will do everything in their power to curb such sales.

It is a well known fact that the bootlegger does not serve the best interests of the operators. His idea is a fast sale, a quick piece of change, and then to get out. When the operator comes around for service, he must go to his local distributor, and here he finds all his troubles just starting.

The operator also knows that when he writes the bootlegger for service or parts, he won't get them. The machine was sold too low in price for any servicing of any nature whatsoever to go along with it. Therefore, the operator finds himself stuck. And he has no one to turn to for help.

From the operator's standpoint, then, such purchases are of little value to him. He is guaranteed nothing and usually he does not get the latest model of the equipment he purchases. He gets whatever the bootlegger can grab as "distressed merchandise" and he is sold this "distressed merchandise" at a cut price (or for whatever the bootlegger can grab) for it really and truly is simply "distressed merchandise" which, in the long run, remains to distress the operator for as long as he operates it.

In the meantime, of course, the bootlegger moves on. He has made his "one shot sale" to one operator in one territory, and then goes on ahead to some other territory where he again goes thru the very same performance.

Like any human being, the operator is tremendously attracted by the lowered price of the unit. He feels the saving alone will compensate for the money he may later have to spend having his equipment serviced and repaired. Usually, tho, he finds this is not good and logical thinking.

He learns that parts are hard to obtain, for the local distributors are working closely with the people they sell, and only handle as many parts and supplies as they will need for the number of machines which they have sold. Therefore, the whole thing resolves itself down to a vicious circle with the operator trapped in the very middle of it.

Furthermore, the bootlegger does himself little good and certainly no good as far as the enemies he makes wherever he sells. It takes a lot more than just cash on hand to win friends. It takes a lot more than double crossing backbiting methods to win the friendship of people. These men who greet other distributors with open armed friendship and then turn around and stab them in the back aren't going to last very long in this, or any other, industry, for that matter.

Yes, the bootlegger may enjoy some prosperity for a very short while, but, sooner or later, his nefarious practises come to light and those distributors who have long worked their territories loyally and with great effort — always win out with the manufacturers and, in the long run, the practise ends as the bootlegger no longer is able to obtain the merchandise he needs to fill the orders he has taken at prices which are far below the market.

Nor does the bootlegger take trade-ins and arrange to help the operator when he needs financial and other help. He is simply the opportunist who seizes upon something which is possible in any field in all industry. The same way new autos sold in California (or supposedly sold there) appear in New York. In this same way, music machines and pin games and other coin operated equipment supposedly sold in one state appears in another many miles away.

The manufacturers are again closely investigating their shipments. They are, once again, carefully checking all deliveries. They are sending their own field men out to take notes of what is happening. They, too, know that the bootlegger has returned and in force. They know this just as does every operator, jobber and distributor. And they aren't going to let it continue if they can help it.

The manufacturer won't have his firm and his products made a football of in this market. He is going to once and forever (as he has told *The Cash Box*) eliminate the bootlegger. He can do it.

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TEN YEAR OLD MACHINES STILL BLOCK GOOD SPOTS

Where Are Salesmen Hiding?

NEW YORK—Where are all of America's great salesmen hiding? The men who made the coin machine industry what it is today by beating the bushes, by covering the hinterlands, by telling the world — gleefully, happily, enthusiastically — all about coin operated machines — and what a great industry would come into being some day.

Where are the salesmen who stimulated and educated and showed the way to great profits for men who had never seen a coin machine? The salesmen who worked all hours, all day, and all night, and worked hard? The salesmen who always found a way? Who could always dig up an angle? The salesmen, who not only made this industry, but all America, great, too? Where are those salesmen hiding?

There are ten years, and older, machines, still blocking up some of the best locations in the nation. There are machines that are actually an insult to the members of this industry, to the public, to the location owners, to officials, civic authorities and, especially, to the players. These machines have long since lost whatever value they may have had. They have dropped in trade-in price to a point where it is much better to bust them up and salvage whatever parts are in them.

These are the ten year old juke boxes which have only gained for this great coin operated music industry the phrase in leading newspapers and magazines of being "screech boxes" These are the phonos columnists and other feature writers say "Someone should put on a chute which would NOT play the record". These are the jukes which are hurting everyone connected with the automatic music industry. And the men who operate them are simply turning their own patrons against them. Read the following carefully:

"Let's put it this way — you operators of ten years, and older, machines — would you tell your wife, your children, or would you, yourself, patronize places where glasses, tables, chairs, furnishings, etc., etc., haven't been changed in ten years or longer? You know the answer is 'NO'! You know that when you take your wife and children out to dinner you search out the "best place". The "clean place". The "most sparkling place". The 'place' where you get some atmosphere along with your meal and where all the 'best people' go. Because it's new and clean and sparkling.

"Then why, for goodness sake, will you continue to operate a ten year, or older, machine and realize that your customers actually detest that machine? That they KNOW THE DIFFERENCE —because they've seen how clean and sparkling and inviting the NEW machines are.

"What's more, from a financial standpoint you must realize, that with all depreciation gone from the machine itself — IT NOW ACTUALLY COSTS YOU MORE MONEY TO OPERATE IT. You can't write off 20% for depreciation. You've got to pay all on all. You've got to take a tax whipping everytime you operate a ten year old machine.

"And, talk about service and repairs and a million other things which make this ten year, and older, machine COST YOU MORE MONEY. There are parts and supplies you have to constantly buy for this 'old junker' you don't have to buy for a new machine. And tone? Brother, just don't tell anyone (you don't have to) what lousy tone is in those ten years old jukes, especially as compared to the finer and more beautifully toned new equipment you can buy today.

"What's more — you're actually getting real bargains today. The distributors are ready to talk deals with you. It's time, don't you really and honestly and sincerely think — to remove that old junk from your locations and modernize and clean up your route so that (should you ever want to sell it) IT WILL REALLY BE WORTH SOMETHING?

"At the same time, with new machines, you can make new deals with your location owners. You can then get 75% of the gross intake. You can, and should, get $15 per week front money guarantee. You can do a hundred different things to benefit yourself you can't do with the ten year old equipment you've now got. And, frankly, who's hurting who? You're only hurting yourself and your future livelihood — operating ten year old machines.

"This is the time to get into the swing of this atomic business era. This is the time to change and modernize and, at the same time, learn "where you actually stand with your locations". (If you want to continue on with ten year old equipment and wait for the day when some progressive guy is going to come along and take your spots from you — okay.) But, if you really and truly want to learn where you stand — why not, then, tell your locations that you are going to bring them a brand new machine and tell them the terms on which you will have to operate that machine — and then learn where you stand with those location owners.

"They're either going to tell you to 'bring the machine in' on your terms, or, they're going to tell you 'what the hell's the difference to me?' and, brother, then you know which locations you want to keep and which you may as well get rid of while the getting rid of is good.

"You can no longer ride along with the tide — because there just isn't any tide anymore. You've either got to be 'on your toes' and 'full of fight' or simply forget you're in the coin machine business and let someone else step in who can do a job. Sell out — if this business is 'too much' for you. There's plenty a kid full of pep and vim and vigor (just like you were at one time) who would like to get as sweet a deal as you have today. (Not sweet? Then, brother, better check around and see what investments other are making to make a helluva lot less than you are earning)."

The above is what one salesmen told *The Cash Box*. *The Cash Box* believes that repeating it here, in this article, may prove of some good value to all those salesmen who are, perhaps, taking it just a bit too easy these days. Perhaps, too, the above may give all salesmen some ideas about selling the trade.

The punch and vigor which is in the words above — may open a new path to a great many to try to once and for all eliminate the blocking off of good spots everywhere in the nation with ten year, and older, equipment.

"It only stands to reason", this good and successful salesman tells us, "that sooner or later these sort of people will be entirely eliminated."

He also says, "I've never, in all my years of selling all sorts of merchandise, ever seen any man last in any business where he didn't keep progressive step with that business and where he wasn't always right up in front in his merchandise, his sales and service and other business methods.

"The time has come, I believe," he states, "when the operators themselves will listen to you people who have done such a marvelous job with *The Cash Box* to benefit them — and rid themselves of equipment which will, if they don't get rid of it, get rid of the operator, instead".

There's more truth than poetry in the above statement. Those who are operating ten year, and older, machines should carefully think this over.

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AMUSE. MACHINE OPS AGREE ON NEED FOR BETTER COMM. BASIS

Report Higher Cost of Equipment Plus Much Increased Overhead Expense Require Better Share of the Intake.

NEW YORK—Amusement machine leaders thruout the country are writing to *The Cash Box*, referring back to the statements made in the editorials of this publication, regarding the need for a better commission arrangement for amusement game ops (as well as for the music ops) thruout the country.

One noted western coin machine man writes, "You hit the nail on the head when you state that the amusement machine operators should be getting a better share of the money their machines are taking in."

He also wrote, "There is no longer any doubt that with the higher cost of machines and the fact that most coinmen expect these to go even higher than they are at this time, plus the tremendously increased overhead expense, the average amuseemnt machine operator should protect himself now, while he can and raise his commission level so that he is assured of profitable operating today as well as in the future.

"Right now", he continues, "even tho you recommend that the operators of automatic music change over to a 75%-25% commission basis, with which we most heartily agree, the amusement game operators don't have to jump to that percentage right off the bat. They can. to begin with, go to 60%-40%. You would be surprised what a difference this additional 10% makes to an amusement machine operator.

"We have already started it", he reports, "with most of our locations. We were able to get it after we explained the higher cost of machines. with which they didn't argue, and also the fact that our labor and general overhead had gone to such a point we needed this additional 10% to just remain in business. In most cases, we have found that this 10% pays our entire overhead cost. Our accountants tell us that if we continue on this 60%-40% basis we are going to show some real profit (for a change) by the end of the year.

"By the way", he writes, "we want to pay you another compliment in the fact that our accountants completely agree with what you have said regarding the fact that the average amusement machine operator should raise his present commission percentage. They tell us that this is the most intelligent article they have ever yet read in this business. Furthermore, they also say. that if the amusement machine people will go to a 75%-25% commission basis at some future date. they are going to really earn profits and be able to pay for brand new machines on a 30 to 60 day average run. This again confirms the statements we have made time and again to other coin machine people that the most outstanding, progressive and educational publication in the coin machine business is *The Cash Box*.

Sometime ago investigations disclosed that some of the largest jobbers and distributors of amusement games reported, "We are spending more time collecting than selling". When this gradually spread thruout many territories, *The Cash Box* reported the fact that the operators, themselves, were also up against a very harsh condition in collections dropping and that the one and only cure for this condition was to raise their percentage to a level where they would be better assured of profits from their operators. *The Cash Box* suggested that the amusement game operators (just like the music ops) go to a 75%-25% commission basis.

With rolldowns going ahead at a great pace in some cities thruout the nation. and with location owners phoning to get these machines in their places of business on the fact that they will help (or will pay) their rent, operators bring in these brand new and expensive machines (ranging from $450 to $550 each) and still continue on the old. outworn and outmoded commission basis of 50%-50%.

Even the distributors have called this to the attention of the operators for they realize that if the operators aren't going to earn profit they, too, will be cut down on sales. They have urged the ops to place such expensive equipment at least on a 60%-40% basis. Surely, where the storekeeper, himself calls for a machine and actually begs to have one installed, the operator can sign the spot and also obtain a better commission basis so doing.

There are other such pertinent examples thruout the entire field. There are operators bringing the latest type pinballs into locations which never will be able to amortize such beautiful and expensive machines at 50%-50% and say nothing to the location owners about obtaining a better share of the gross intake of the machine. In short, they simply install these new machines — and pray. And prayers, in the case of cold, hard. tough, modern business methods, simply won't stand up. Not these days, anyway. when the average operator realizes that it doesn't take but four machines for $1,000 to be invested in equipment. And those men with hundreds of locations, with large forces of helpers, mechanics. servicemen, collectors. office staffs, and a myriad of other expenses to meet, simply can't play for "average take" anymore. Each location must be an individual profit producer in its own right.

The many letters which have been received by *The Cash Box* in regard to the great need for the average amusement machine operator to obtain a better commission basis are all stimulated by the fact that if all will agree to such a change the entire territory will fall into step. zfi

"This means", as one operator wrote. "that we aren't going to worry about earning some money for a change. But, we have among ourselves many times started out with good intentions to kick up our percentage basis, and have always had to contend with someone who sneaks in from around the corner and tries to kick us out by offering as much as 60% and 65% to the location."

The answer to that is the very same which has been used in the automatic music field. The operator must sign the location owner to a contractual lease agreement for his spot. Then he knows the spot is his. And, while signing a location agreement, he also inserts the new commission basis. This assures him of protection from all angles and will. eventually, start the rest of the territory into the same methods.

There is no doubt, either. that as the majority establish a new percentage basis in one area, it travels in an ever wider circle. The time will come when music and amusement will be placed in locations clear across the nation on a 75%-25% commission basis.

The operator has too long given away his profits to the storekeepers. It is high time he began to take care of himself and his business. It is time for him to think of tomorrow and to assure his financial future. This is the time to change the present inequitable 50%-50% commission basis to a better, a profit earning, 75%-25% basis.

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. . . get pleasing sound level throughout every location with a WURLITZER engineered music system

● You can't miss making more profits with a Wurlitzer Engineered Music System in your locations. Here are the reasons why.

1. The easier you make it for people to play your phonograph, the more they will play it! Wurlitzer Wall Boxes will do *that!*
2. The better you make that music sound, the more people will want to hear it! Wurlitzer Speakers will accomplish *that!*

That's why Wurlitzer Music Merchants coast to coast are stepping up their take in every type and size of location with Wurlitzer Engineered Music Systems. If you are behind times, you are behind the money potential that is in each and every location on your route. Get up to date NOW!

See your Wurlitzer Distributor. He will help you analyze your locations—commercial, industrial, or mercantile, and come up with a Wurlitzer Music System engineered to their individual needs. That means more money for you! There is no time to lose. See your Wurlitzer Distributor NOW. The Rudolph Wurlitzer Company, North Tonawanda, New York.

Make your WURLITZER music more Accessible, more Enjoyable, more Profitable

with a

WURLITZER ENGINEERED MUSIC SYSTEM

The Nation's TOP TEN Juke Box Tunes

The Top Ten Tunes Netting Heaviest Play In The Nation's Juke Boxes, Compiled From Reports Submitted Weekly To The Cash Box By Leading Music Operators Throughout The Country.

AL—ALADDIN
AP—APOLLO
AR—ARISTOCRAT
BW—BLACK & WHITE
CA—CAPITOL
CN—CONTINENTAL
CO—COLUMBIA
CS—COAST
DE—DECCA
DEL—DELUXE
DI—DIAMOND
EC—EXCLUSIVE
EN—ENTERPRISE
EX—EXCELSIOR
JB—JUKE BOX
KI—KING
MA—MAJESTIC
ME—MERCURY
MG—M-G-M
MN—MANOR
MO—MODERN MUSIC
MU—MUSICRAFT
NA—NATIONAL
QU—QUEEN
RA—RAINBOW
SI—SIGNATURE
SO—SONORA
ST—STERLING
SW—SWANK
TO—TOP
TR—TRILON
VI—VICTOR
VO—VOGUE
VT—VITACOUSTIC

1 PEG O' MY HEART

For the 7th straight week this marvelous oldie holds first place in catching coin for the nation's juke boxes.

AL-537—Al Gayle Harmonicords
CA-346—Clark Dennis
CO-37392—Buddy Clark
DE-25075—Glenn Miller O.
DE-23960—Eddy Heywood O.
DE-25076—Phil Regan
DEL-1080—Ted Martin
MA-7238—Danny O'Neil
ME-5052—Ted Weems
MG-10037—Art Lund
NA-9027—Red McKenzie
SI-15119—Floyd Sherman
VI-20-2272—The Three Suns
VT-1—The Harmonicats

2 I WONDER, I WONDER, I WONDER

Among the favored top ten for the past 10 weeks and now holding down the 2nd spot for 3 straight weeks.

CA-395—Martha Tilton
CO-37353—Tony Pastor Orch.
DE-23865—Guy Lombardo O.
DEL-1075—Ted Martin
MA-1124—Eddy Howard O.
MG-10018—Van Johnson
MO-20-516—The Scamps
NA-9032—Jack Carroll
SO-2024—Ted Straeter O.
TR-114—The Vagabonds
TR-143—The Four Aces
VI-20-2228—Louis Armstrong O.

3 SMOKE, SMOKE, SMOKE

Biggest jump of the week — from 8th place to the important 3rd position and all in three weeks time since entering the top ten.

CA-40001—Tex Williams
DE-24113—Lawrence Welk Orch.
VI-20-2370—Phil Harris

4 THAT'S MY DESIRE

Drops a notch this week, but play still reported very, very heavy and many believe the tune terrific.

AP-1056—Curtis Lewis Trio
CA-375—Martha Tilton
CN-6048—Golden Arrow Quartet
CO-37329—Woody Herman
DE-23866—Ella Fitzgerald
ME-5007—Frankie Laine
MG-10020—Art Mooney
MN-1064—The Cats & The Fiddle
MO-147—Hadda Brooks
SO-2019—Ray Anthony O.
VI-20-2251—Sammy Kaye

5 TIM-TAYSHUN

Anchored in No. 5 for the second straight week but promising to move up because of its coin catching power.

CA-412—Red Ingle & Jo Stafford
VI-20-2336—Hollywood Hillbillies

6 WHEN YOU WERE SWEET SIXTEEN

Moves up a notch this week with two great records helping to boost it every day.

DE-23627—The Mills Brothers
VI-20-2259—Perry Como

7 I WONDER WHO'S KISSING HER NOW

Into the top ten for the first week and right smack into the No. 7 spot. Watch this oldie, it's pulling play.

AP-1055—Four Vagabonds
CA-433—Dinning Sisters
CO-37544—Ray Noble O.
CS-8002—Jack McLean O.
DE-24110—Danny Kaye
DE-25078—Ted Weems
DE-1512—Dick Robertson O.
DEL-1036—Joe Howard
DI-2082—Jerry Cooper
MA-6013—Foy Willing
RA-10002—Marshall Young
SI-15057—Bobby Doyle
SO-2012—D'Artega O.
VI-25-0101—Jean Sablon
VI-20-2315—Perry Como
VI-26-329—Wayne King O.

8 CHI BABA CHI BABA

Nine straight weeks among the top ten tunes dropping from 4th to 8th spot this week.

AP-1064—Connee Boswell
AR-1001—Sherman Hayes O.
CA-419—Peggy Lee
CO-37384—The Charioteers
DE-23738—Lawrence Welk O.
DEL-1080—Ted Martin
MA-1133—Louis Prima O.
MG-10027—Blue Barron O.
SO-2023—George Towne O.
VI-20-2259—Perry Como
VI-25-1085—Henri Rene Musette O.

9 FEUDIN' & FIGHTIN'

A sensational coin catcher jumps into the top ten for the first time. Many look for it to move right on up the ladder.

CA-B443—Jo Stafford
CO-37189—Dorothy Shay
DE-23975—Bing Crosby
MA-12011—Georgia Gibbs
ME-6049—Rex Allen
MG-10041—Kate Smith
VI-20-2313—Tex Beneke O.

10 ACROSS THE ALLEY FROM THE ALAMO

Drops from No. 6 to No. 10 this week but has been among the top ten for 13 straight weeks. Real coin puller.

CA-387—Stan Kenton O.
CO-37289—Woody Herman
DE-23863—The Mills Bros.
ME-3060—The Starlighters
VI-20-2272—The Three Suns

THE CASH BOX Record Reviews

"Near You"

"How Lucky You Are"

Andrews Sisters with Vic Schoen Orch.

(Decca 24171)

● Here's a disk that looks sure for the bigtime. Some months ago we picked "Near You' and are still back of it as one of the tunes you're going to be using —in quantity. But, the way the Andrews Sisters do this number, is out of this world. The gals give — but give — and give with that sparkling tuneful rhythym which made them juke box favorites. Here they go all out on a tune that has all the earmarks of a real coin catcher if there ever was one. "Near You" looks like the best thing near you to bring those jitneys into your machines and bring them in by the handful. On the flip, the gals go into "How Lucky You Are" with the inimitable style they have and turn this number into something you'll really like to hear. This is one disk you should get plenty of the moment it's released.

"Just Plain Love"

"Say Something Nice About Me"

Eddy Howard Orch.

(Majestic 1161)

● Hailed as the top maestro of the day by many, Eddy Howard steps out to prove that he rates such honor by pitching off with this tune titled, "Just Plain Love". And prove it he does! With maestro Eddy piping the lyrics and his vocal combo coming in for a spot, the side adds up to one that will garner heavy coinage in many a phono. With the ork keeping the beat in the background, making way for Eddy's fine vocal efforts, the platter rates heavy from this corner. On the flip, with more romantic stuff just made for the younger set, Eddy sez, "Say Something Nice About Me". You undoubtedly will, once you hear this platter. Repeating the style and tempo of the top deck, and coming thru with a fine performance, Eddy makes this under side just as attractive a coin culler.

"Gene's Boogie"

"Disc Jockey Jump"

Gene Krupa Orch.

(Columbia 37587)

● Ops with spots that go for the fast stuff would do well to get next to this pair by the Gene Krupa ork titled, "Gene's Boogie" and "Disc Jockey Jump". Gene teams with chirp Carolyn Grey on the pairing to score for their large following. Top deck echoes the title, with thrush Carolyn opening the way for a drum spot by the maestro. Band chorus flavors it and the tempo keeps boiling hot all thru. On the backing, with Gene's gift to the platter spinners, the drummer boy gives out with "Disc Jockey Jump", and real jump it is. The tempo is plenty merry and absolutely made for the ice cream parlor trade. Give the pair your ear — they're great.

"Just Around the Corner"

"On The Avenue"

Chuck Foster Orch.

(Mercury 3064)

● Literally burning up the beat around New York's mainstem, maestro Chuck Foster and his crew offer a waxing just made for your phono. Titled "Just Around the Corner" and featuring piper Tommy Ryan, the platter stacks 'way up high. With the wordage echoeing the title thruout, Tommy's vocal efforts should gain high praise from a host of phono fans. The ditty spins in the slow mood, with that special instrumental lift coming from maestro Chuck and his boys. The backing, "On The Avenue", finds Tommy joining thrush Betty Clarke to coo to the now familiar strains of this carefree melody. The bandsmen take over the whistling chorus delightfully to fill out the waxing. Both sides are definitely good attraction and should do well in your phono.

DISK O'THE WEEK

"Forgiving You"

"Love And The Weather"

Harry James Orch.

(Columbia 37588)

HARRY JAMES

● Nabbing the nod in the featured spot this week is a tune perfectly rendered by the renowned Harry James ork. "Forgiving You". With balladeer, Buddy DiVito, coming to the fore to very capably handle the vocal chore, the side stacks up very high in every department. It's in the romantic mood, set to music by Harry and his famed horn. The disk shines brightly as Buddy comes thru to charm and enchant the phono fans with his vocal. Harry's broad brass ekes out the slow tempo to make way for Buddy! It's a grand hunk of recording. Flipped, we find a ditty rapidly cornering the market in the hit category. Here we have thrush Marion Morgan singing about "Love And The Weather". It's sock material out of the Irving Berlin grab-bag. Harry's version speeds up the score, which may be just as you like it. We're betting on "Forgiving You" and your customers will not be forgiving you if you don't grab this disk quick.

"The Turntable Song"

'Castanets and Lace"

Sammy Kaye Orch.

(Victor 20-2345)

● The capable Sammy Kaye crew take their turn to render their rendition of this ode to the disc jockey, "The Turntable Song" featuring Don Cornell, Laura Leslie and The Kaydets. It's done in rhythm and harmony that actually sparkle. With the tremendous amount of plugging the tune is currently enjoying, it bids fair to click. Maestro Sammy keeps the pace lively thruout, with the vocals at a merry gait. On the backing, with "Castanets and Lace", balladeer Don Cornell grabs the limelight again to pipe the heavy wordage to this cupidity done up with a spot of the Latin. Cornell's vocal work should charm and soothe the moon-struck kids into throwing more jitneys into your phonos.

"You Do"

"Kokomo, Indiana"

Dinah Shore

(Columbia 37587)

● Offering proof positive to the claim of being one of the most able vocalists in the business, chirp Dinah Shore steps out here to purr the soft lyrics of a tune just begging for lots and lots of coin action. Dinah displays her fine talent on "You Do" with such neatness as to make the listener wanna set a while and play the song again and again. In this romantic ballad, Dinah's rendition is the one that must be heard. On the other side, with a tune currently enjoying peak play, the juke box queen adds more laurels in her crown with her singing of "Kokomo, Indiana". Sweetly spooning the lyrics, Dinah will have 'em all dreaming. The disk is bound to score and, we predict, score heavily.

"Mother, Mother, Mother"

"You're Breaking In A New Heart"

Beryl Davis

(Victor 29-2354)

● The gal who charmed them in England, offers a pair of platters in the lighter vein, aimed at those spots catering to the champagne crowd. Beryl Davis' interpretation of "Mother, Mother, Mother" and "You're Breaking In A New Heart" are plenty good. Topside ditty finds Beryl purring that perennial querie regarding her lover boy. Mood is mellow with the wax spinning in a medium fast tempo. On the backing, with a number that kicked around a bit, the chirp capably renders "You're Breaking In A New Heart", and does so in such manner as to assure attracting plenty coinage. Beryl's voice fits the tune like a glove, with orchestral backing headed by Toots Camarata coming in to round out the side. This disk shapes up as good material for many a machine.

"Smoke, Smoke, Smoke"

"Crawdad Song"

Phil Harris Orch.

(Victor 20-2370)

● Crew that make for kicks and coinage show the why wherefore with their rendition of a tune that is rapidly sweeping the country. Maestro Phil Harris pipes the pleasant lyrics to "Smoke, Smoke, Smoke" in the manner which has distinguished him as a coin favorite. Phil spills the wordage of the ditty with the beat coming thru in double fast time. Backing, dittos the top mate as to tempo, with the maestro grabbing the spotlight once again on the "Crawdad Song." The pair make pleasant listening. They may prove that extra coin culler for your machine.

THE CASH BOX Record Reviews

"Wha' Hoppeen Baby?"
"Rhumba Fantasy"
Noro Morales Orch.
(Majestic 1166)

● Here's the newest in rhumba music by the newest of newlyweds, Noro Morales and his ork, which has one of the catchiest phrases to ever hit the country, "Wha' Hoppeen Baby?", and which phrase is being used in comedy routines as well as by disc jockeys and all others. Noro goes all out in this rhumba with Bob Johnstone doing the English lyrics and the orchestra questioning with "Wha' Hoppeen Baby?". It makes for one of the best rhumba rhythyms heard in many a moon. Your rhumba spots are going to jam coin into your machines to keep this one going. On the flip, Noro goes into "Rhumba Fantasy", a tune adapted from Rimsky-Korsakoff's "Capricio Espanol". But, it's the topside that counts here, and it's a sure nickel catcher for your rhumba spots. Grab it.

"Kokomo, Indiana"
"You Do"
Vaughn Monroe Orch.
(Victor 20-2361)

● The Vaughn Monroe orch. take their turn in offering the pleasing melody of 'Kokomo, Indiana" and, in so doing, come up with a platter that definitely has possibiilties of hitting the big time. Maestro Vaughn teams up with the Mood Maids in the tonsil department. This cookie shapes up well behind the mellow beat the band throw out. Lyrics rave about that wonderful garden spot with the vocal combo pitchins in effectively. On the flip, with more hit material for the phonos, Vaughn wails to the scintillating melody of "You Do" which is from the 20th Century flicker "Mother Wore Tights". The tune is bound to score, especially once the pic makes the local rounds.

"Londonderry Air"
"Just Like That"
Walter Foots Thomas
(MHR 126)

● New label and a new crew shine brightly here with their interpretation of a piece known and loved by many, "Londonderry Air", more commonly known as "Danny Boy", bows for the Walter Foots Thomas crew. The sax work this boy gives with is sure to make for heavy coinage in many spots. Strictly instrumental thruout, the slow winding sound of the music these boys put out, has that quality of making you wanna listen. Backing with "Just Like That" is more improvisation and, altho it doesn't stack up to its topside, should net a fair ride. For music that relaxes "Londonderry Air" is it.

"Do It Again"
"Nola"
Bob Case Orch.
(Ambassador 281)

● Pair of sides just tailor-made for those elbow rest spots are offered by the Bob Case orch. Both tunes, popular many moons ago, should fare well in these locations because of the treatment Bob gives the music. Topside tune is the old Gershwin favorite, "Do It Again", with piper Billy Lee to the fore wailing the pleasant wordage. On the flip, with a wonderful whistling performance by Gene Conklin, the biscuit shapes up as effective phono material. Altho both sides won't stop traffic, they are worthy as fillers.

SLEEPER OF THE WEEK

"A-N-G-E-L Spells Mary"
"Naughty Angeline"
Jack Leonard
(Majestic 7261)

● Choir boy with a pair of golden pipes that glitter gloriously garners this coveted position this week with a ballad destined to be on many a machine in the near future. It's Jack Leonard spooning the soothing wordage to "A-N-G-E-L Spells Mary", and by getting next to this platter you'll be spelling out: m-o-r-e c-o-i-n p-l-a-y. Jack displays his vocal chords in such effective manner it's to make every gal labeled Mary wanna grab this cookie. Vocal combination behind the piper rates orchids for an excellent performance thruout. The mood set by Jack is sweet and mellow, with the lyrics echoing the title in warm manner. The backing titled, "Naughty Angeline", is currently riding high in the boxes, and this rendition should add to the play ops are now enjoying. With "Naughty Angeline" Jack scores again in light and carefree mood as he trips thru the cute lyrics. Both sides mean added coin play—so latch on!

"An Apple Blossom Wedding"
"The Echo Said No"
Sammy Kaye Orch.
(Victor 20-2330)

● More melody made to soothe and charm the most avid of music fans is offered here by the popular Sammy Kaye and his ork. Featuring the capable Don Cornell, who spoons the easy wordage which echos the title in flowing mood, plus the very splendid instrumental treatment given "An Apple Blossom Wedding" by maestro Sammy and his boys, this side is sure to keep those coins popping into your machines. Backing again shows the ork in fine style as they give out with "The Echo Said No". Don again grabs the bill of fare here and handles the measure adequately thruout. Both sides appear to be headed high up the list. They sure do deserve your listening time.

"Dreams"
"Chillicothe, Ohio"
The Four Tunes
(Manor 1087)

● Offering their adaptation from Brahms' "Lullaby", The Four Tunes show their remarkable harmony quality in this piece titled, "Dreams". With the combo keeping the metro nailed down, and a beautiful soprano pitch in the second chorus coming thru, the side shapes up as one that ops with light race spots may go far. Strictly vocal work thruout the entire waxing with the group blending well to enhance the platter's possibilities. On the backing with more stuff tagged after the current home town craze, Betty Harris joins the combo to pipe in with "Chillicothe, Ohio". Ditty is effective as it stands, but by no means does it appear to be skedded for a buffalo ride. We like "Dreams" and believe you will too.

"Breaking In A New Heart"
"Don't You Think I Oughta Know"
Ella Fitzgerald
(Decca 24157)

● Here's one for your race spots that will cull the coin like only Ella can grab it. With that low and blue, Ella tears right into the top side and is sure to tear the spot to bits. She's got what it takes, the gal has. On the flip, "Don't You Think I Oughta Know", Ella gets sentimental and, in ballad style, puts over a number that maybe you'll like even better than the top side. What ever you do — grab this one — when it's released. It's a honey. It's got that coin catching stuff — the Fitzgerald way, which, as you already know, is the inimitable Ella Fitzgerald vocalizing that takes the spot — but good.

"Auto Mechanic Blues"
"Country Boy Boogie"
Brownie McGhee
(Savoy 5538)

● Hunk of wax just made for those heavy race spots is this offering by Brownie McGhee and the ensemble. Labeled "Auto Mechanic Blues" and done up in such style as to eke howls and yowls from the listener, the waxing spins for a bright future. Strictly in the straight groove, with the vocal rendered in 'stock' manner, the lyrics that Brownie spoons is bound to get 'em. On the backing with more music done up real brown, we find "Country Boy Boogie". The waxing is effective as it stands and your phono customers may go for this side. Title gives off the bill of fare, with Brownie's vocal efforts coming thru to round out the side.

"Tea For Two"
"S'Posin"
Jack Leonard
(Majestic 7267)

● Jack Leonard steps out here to offer a pair of oldies that sound just as well today as they did years ago. That Jack can sing, and sing well, is shown in this pairing of "Tea For Two" and "S'Posin'", with the topside ditty getting the nod. Jack's vocal efforts are sure to be appreciated by his many fans who have been just achin' to hear him on the machines. "S'Posin" will be remembered by many an op. If you haven't yet heard this platter, by all means get next to it now. Both sides are aimed at those romantic spots, and Jack's vocal work is in the mood.

JUKE BOX REGIONAL RECORD REPORT

The Ten Top Records-City by City

FOR THE WEEK OF AUGUST 18, 1947

New York

1. COME TO THE MARDI GRAS (Freddy Martin)
2. WHEN YOU WERE SWEET SIXTEEN (Perry Como)
3. THE LADY FROM 29 PALMS (The Andrews Sisters)
4. I HAVE BUT ONE HEART (Frank Sinatra)
5. SMOKE, SMOKE, SMOKE (Tex Williams)
6. THERE'S THAT LONELY FEELING AGAIN (Charlie Spivak)
7. TIM TAYSHUN (Red Ingle)
8. FEUDIN' AND FIGHTIN' (Dorothy Shay)
9. IVY (Vaughn Monroe)
10. PEG O' MY HEART (The Harmonicats)

Cumberland, Md.

1. PEG O' MY HEART (The Harmonicats)
2. I WONDER WHO'S KISSING HER NOW (Perry Como)
3. WHEN YOU WERE SWEET SIXTEEN (Perry Como)
4. TIM TAYSHUN (Red Ingle)
5. IVY (Dick Haymes)
6. I WISH I DIDN'T LOVE YOU SO (Dick Farney)
7. FEUDIN' AND FIGHTIN' (Dorothy Shay)
8. SMOKE, SMOKE, SMOKE (Tex Williams)
8. COME TO THE MARDI GRAS (Freddy Martin)
10. TALLAHASSEE (Bing Crosby)

St. Albans, Vt.

1. PEG O' MY HEART (Art Lund)
2. I WONDER, I WONDER (Martha Tilton)
3. THAT'S MY DESIRE (Art Mooney)
4. CHI BABA, CHI BABA (Perry Como)
5. I WONDER WHO'S KISSING HER NOW (Perry Como)
6. TALLAHASSEE (Bing Crosby)
7. ACROSS THE ALLEY FROM THE ALAMO (Mills Bros.)
8. ASK ANYONE WHO KNOWS (Margaret Whiting)
9. IVY (Woody Herman)
10. MAM'SELLE (Pied Pipers)

St. Louis, Mo.

1. SMOKE, SMOKE, SMOKE (Tex Williams)
2. BY THE LIGHT OF THE STARS (Frankie Laine)
3. OH! MY ACHIN' HEART (Mills Bros.)
4. FEUDIN' AND FIGHTIN' (Jo Stafford)
5. THE LADY FROM 29 PALMS (Andrews Sisters)
6. APPLE BLOSSOM WEDDING (Eddy Howard)
7. WHEN YOU WERE SWEET SIXTEEN (Perry Como)
8. TIM TAYSHUN (Jo Stafford)
9. THAT'S MY DESIRE (Frankie Laine)
10. AIN'TCHA EVER COMING BACK (Frank Sinatra)

Chicago

1. I WONDER WHO'S KISSING HER NOW (Perry Como)
2. THAT'S MY DESIRE (Frankie Laine)
3. PEG O' MY HEART (Harmonicats)
4. WHEN YOU WERE SWEET SIXTEEN (Perry Como)
5. I WONDER, I WONDER (Eddy Howard)
6. CHI BABA, CHI BABA (Perry Como)
7. IVY (Dick Haymes) 6
8. SMOKE, SMOKE, SMOKE (Tex Williams)
9. TIM TAYSHUN (Jo Stafford)
10. FEUDIN' AND FIGHTIN' (Dorothy Shay)

Elkhardt, Ind.

1. PEG O' MY HEART (The Harmonicats)
2. HEARTACHES (Ted Weems)
3. I WONDER, I WONDER (Eddy Howard)
4. MY ADOBE HACIENDA (Eddy Howard)
5. SMOKE, SMOKE, SMOKE (Tex Williams)
6. CHI BABA, CHI BABA (Perry Como)
7. ACROSS THE ALLEY FROM THE ALAMO (Stan Kenton)
8. TIM TAYSHUN (Jo Stafford)
9. THAT'S MY DESIRE (Frankie Laine)
10. MAM'SELLE (Frank Sinatra)

Deadwood, S. D.

1. SMOKE, SMOKE, SMOKE (Tex Williams)
2. PEG O' MY HEART (The Harmonicats)
3. THAT'S MY DESIRE (Martha Tilton)
4. I WONDER, I WONDER (Eddy Howard)
5. CECILIA (Three Sons)
6. IVY (Jo Stafford)
7. RED SILK STOCKINGS & GREEN PERFUME (Tony Pastor)
8. WHEN YOU WERE SWEET SIXTEEN (Perry Como)
9. COME TO THE MARDI GRAS (Freddy Martin)
10. FEUDIN' & FIGHTIN' (Dorothy Gray)

Ft. Worth, Texas

1. PEG O' MY HEART (Ted Weems)
2. I WONDER, I WONDER (Guy Lombardo)
3. THAT'S MY DESIRE (Hadda Brooks)
4. SMOKE, SMOKE, SMOKE (Tex Williams)
5. I WANT TO BE LOVED (Savanah Churchill)
6. MY ADOBE HACIENDA (Jack McLean)
7. HEARTACHES (Ted Weems)
8. FEUDIN' & FIGHTIN' (Dorothy Shay)
9. LINDA (Ray Noble)
10. OH! MY ACHIN' HEART (Mills Bros.)

Los Angeles

1. WHEN YOU WERE SWEET SIXTEEN (Perry Como)
2. LADY FROM 29 PALMS (Freddie Martin)
3. PEG O' MY HEART (Harmonicats)
4. FEUDIN' AND FIGHTIN' (Dorothy Shay)
5. COME TO THE MARDI GRAS (Freddie Martin)
6. CHI BABA, CHI BABA (Perry Como)
7. SMOKE, SMOKE, SMOKE (Tex Williams)
8. I WONDER, I WONDER (Eddy Howard)
9. WHEN I WRITE MY SONG (Herb Jeffries)
10. IVY (Dick Haymes)

Tulsa, Okla.

1. PEG O' MY HEART (3 Suns)
2. WHEN YOU WERE SWEET SIXTEEN (Perry Como)
3. SMOKE, SMOKE, SMOKE (Tex Williams)
4. HEARTACHES (Ted Weems)
5. MOVE IT ON OVER (Hank Williams)
6. AINTCHA EVER COMING BACK (Peggy Lee)
7. I WONDER, I WONDER (Guy Lombardo)
8. IT TAKES TIME (Guy Lombardo)
9. THAT'S MY DESIRE (Hadda Brooks)
10. ASK ANYONE WHO KNOWS (Ink Spots)

Cedar Rapids, Iowa

1. PEG O' MY HEART (The Harmonicats)
2. TIM TAYSHUN (Red Ingle)
3. I WONDER, I WONDER (Eddy Howard)
4. MY ADOBE HACIENDA (Eddy Howard)
5. ACROSS THE ALLEY FROM THE ALAMO (The Mills Bros.)
6. RED SILK STOCKINGS & GREEN PERFUME (Sammy Kaye)
7. TALLAHASSEE (Bing Crosby)
8. LINDA (Ray Noble)
9. IVY (Jo Stafford)
10. CHI BABA CHI BABA (Perry Como)

Kingman, Arizona

1. PEG O' MY HEART (Clark Dennis)
2. TIM TAYSHUN (Jo Stafford)
3. I BELIEVE (Louis Armstrong)
4. I WONDER, I WONDER (Guy Lombardo)
5. ACROSS THE ALLEY FROM THE ALAMO (Mills Bros.)
6. LINDA (Paul Weston)
7. HEARTACHES (Ted Weems)
8. IVY (Jo Stafford)
9. SUNDAY KIND OF LOVE (Jo Stafford)
10. THAT'S MY DESIRE (Sammy Kaye)

BYRDE'S EYEVIEW 'ROUND THE WAX CIRCLE

by Byrde Gore

The heat hit Tin Pan Alley hard this past week, but, with so many, many rumors going the rounds and with so many plans being planned by the diskekeries, everyone was more or less on the go all week long. Looks sure to be one of the biggest Fall and Winter seasons in music biz history with all realizing that there's bigger business than ever before to be had by those who'll go out and get it . . . Plenty of action over at the Irving Berlin offices with the boys there getting ready to bang out — but big.

Eli Oberstein, RCA-Victor talent head, all excited over Louis Prima's first Victor release. It's entitled, "Civilization", and is all about the fact that a guy has more advantages remaining in the jungle. Eli should be given a bonus for the bang-up sales talk he gave one of the big music ops in Philly recently when he tipped this big op to the platter and that it would be one of the biggest coin pullers in many a moon. What's more, this music op rushed right out and placed a quantity order, even tho release date is Aug. 28.

John Blackburn and Lawrence Berk in NYC to supervise the opening of Exclusive's eastern branch to be located at 541 Ave. of the Americas. Blackburn is West Coast manager for the distrib firm and Berk is auditor. Exclusive company-owned offices now located in N. Y., Los Angeles and San Francisco.

The boys are still talking about that very, very swell Philly party given by a swell, swell guy, Mannie Sachs, Columbia's talent head. Mannie went all out — even to a motorcycle cop escort. From what we gathered from one of Philly's big cops is that Mannie puts on all the benefits for the policemen's widows fund. No wonder, no wonder, no wonder, those Philly cops are so absolutely ga-ga over Mannie. But, then, who isn't? . . . "Whiffenpoof" costume jewelry being sold by the drug store in the Penn Station featuring Robert Merrill and some of the singing stars . . . By the way, same druggist features sheet music with Eddy Howard's "Ragtime Cowboy Joe" prominently displayed.

Seems like sacred hyms are coming back in jukes. One Hollywood op reports good play and in Chi another op is trying them out . . . Harry Kruse of Decca gone for the week, the lucky stiff. But. that Mike Connor, heat or no heat, is still Decca's pep boy. While Dave Kapp was playing some futures for us, Mike just couldn't sit still nor keep his feet from tapping to the tune . . . Lou Levy smiling broadly about the grand job the gals did on "Near You" and about a little secret he won't release for a few more days on another great record.

Plenty guys mourned with Guy Lombardo when the stabilizer broke on his boat and lost him the prize. Guy looked a sure winner . . . Apollo Records all pepped up over the reception NYC juke box ops are giving Lee Richardson's recording of "Gloomy Sunday". Looks like Apollo will do very, very well with this platter . . . Enterprise just cut Romo Vincent in a disk titled, "I'm The Little Man In The Juke Box" . . . Hats off to Frankie Adams of Sapphire Records, who gave the Philly ops a clickeroo in "My Little Red Head" and whose new one, "I Haven't Changed. Have You?" is also going big in Philly with ops' profits going to the Damon Runyon Memorial Fund. Take a bow, Frankie, take a bow. (Remember how you did it at the Palace?)

R. R. ticket for a unique musical-ride . . .

All aboard for the Newest in a Musical Thrill!

5a

HONKY TONK TRAIN blues

"Mel" HENKE pianist and

"The Honey Dreamers"

+ bass and guitar

5b

IN A MIST

"LIVING SOUND"

VITAcoustic Records

GENERAL OFFICES AND STUDIOS

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JUKE BOX LEADERS SAY —

"WHAT THIS COUNTRY NEEDS IS A GOOD 5c SONG"

NEW YORK—Since the appearance of the editorial on Page 20 of the August 4, 1947 issue of *The Cash Box*, "Is There A Song In The House?", this publication has been in receipt of a great many complimentary letters and phone calls from juke box leaders everywhere in the nation.

One well known juke box manufacturer stated, "More than anything else needed today, to help boom juke box collections away over the top, is a good tune. A good tune does more for the juke boxes than anything else can ever do. These momentary worries about television, and the complaints of some juke box operators, can all be cured by a good song. You've told the story perfectly in your editorial and we feel that the entire industry should compliment you on this report to the music business. It's the tie up between the music business and the automatic music operator which means great success for all concerned."

Music publishers, diskeries, juke box manufacturers, distributors, operators and all those allied to the automatic music field, have come in with complimentary statements regarding this editorial and many have remarked, "That's just what is needed today, a good song."

To help bring home to the music fraternity the need for a great new song to inspire confidence and faith in the nation and its grand future all are agreed that, "What this country needs is a good 5c song". A song that 140,000,000 Americans will pay 5c to hear. A song that will, by the magic of its stirring melody, start the new boom into action.

It is well to remember that the juke box (and all the types of music which have since stemmed from it) is today one of America's greatest mediums for song expression. These instruments perfectly present the songs of America's greatest artists to the tiniest of hamlets as well as to the biggest cities. They feature the cheapest price in all history for the grand efforts of the artists of America, 5c. They can, with the proper song, bring a new confidence and a new faith to those in America who are privileged to be within their inspiring, hearing distance.

Always the songsters of America have been able to bring the people the tunes they loved. Have created undying memories. Have inspired great achievements. Have done much for the growth, development and future of the nation. These songsters have waiting for them over 400,000 juke boxes from coast to coast to play their tune to America and to tell America's 140,000,000 peoples of the greatness of tomorrow. To give them that necessary few minutes of relaxation. To inspire them. To make them whistle, jig, sing, hum, dance, and remember the tune which helped them to greater confidence in themeslves, in their country and in all people everywhere.

More than anything else this nation today needs a good 5c song. With cooler weather approaching, with thousands of retail locations waiting to once again greet their customers indoors, with so many, many people looking forward to an inspirational tune, that a nickel can buy for them — this is the time for America's minstrels to present the song that will awaken a new and greater faith and rebuild confidence.

"What this country needs is a good 5c song". A song for the people and of the people. A song about the things that people can do to help themselves and make themselves mightier than they are. The juke box industry of America needs that tune. Everyone engaged in the music business knows of the great demand for the song that will catch those nickels. Everyone also realizes that such a song, on the network of 400,000 juke boxes, not to count the wall and bar boxes, the wired telephone music installations, industrial, professional, non-selective and all other musical developments which have stemmed from the juke box business, will bring it instantly to greatness.

The juke box operator has become a great judge of good songs — the songs he needs — the songs the average American wants to hear. His business has helped build a tremendous industry. His future ties in and depends on the music business. He is, therefore, eager and anxious to work closely with the publishers, the writers, the disk makers and all the songsters and orchestras and bands and others involved, to help make those nickels pop into the music of America.

As the big fall and winter season gets under way for the juke box industry, the members of that field look to the publishers and diskeries for the songs of tomorrow. They seek that good 5c song — the song which they know they can put over the top — but, the song which will have the inspiration to help America lead the way to ever growing greatness.

There must be someone, somewhere with a good song. If there is — then he should bring that song to the forefront — right now. This is the time. This is when the nation wants something so heartening and so stimulating and so thrilling and enthralling — that it will proceed forth along its path more lightheartedly and with greater confidence and faith than ever before.

"What this country needs is a good 5c song".

"THE CASH BOX" IS THE OPERATOR'S MAGAZINE
IT IS NOT SOLD ON NEWSSTANDS.

HOT in Harlem

The Ten Top Tunes Netting Heaviest Play Compiled From Reports Submitted Weekly To The Cash Box By Leading Music Operators in New York City's Harlem.

1 OLD MAN RIVER
The Ravens
(National 9035)
Unanimously voted into the No. 1 spot for the second consecutive week. Jumped from fourth place three weeks ago.

2 DON'T YOU THINK I OUGHTA KNOW
Bill Johnson Orch.
(Victor 20-2225)
Holding the second place position for the second week now with Harlem's ops reporting it continues to nab those nickels.

3 THE LADY'S IN LOVE WITH YOU
Nellie Lutcher
(Capitol 40002)
Nellie's bouncing back again. Up a notch this week with many ops reporting that Nellie's got 'em singing this tune all over 125th Street.

4 WHEN I WRITE MY SONG
Herb Jeffries
(Exclusive 16X)
Down one notch this week, but, from what we hear, Herb's still grabbing those nickels and grabbing 'em in great big gobs.

5 BLOW MR. JACKSON
Joe Liggins Orch.
(Exclusive 244)
Whew, whatta jump — from No. 10 to No. 5 — and Joe Liggins is simply beating out the beat all the way to Sugar Hill from what Harlem's ops tell us. Watch this one.

6 HURRY ON DOWN
Nellie Lutcher
(Capitol 40002)
The flip of the number four tune, and rapidly rising.

7 LADY BE GOOD
Ella Fitzgerald
(Decca 23956)
Brother, take it from us, this lady is good — she's still got 'em pushing those nickels in to hear her great voice. And scat? Just pop in a nickel and listen.

8 TRUST IN ME
Hadda Brooks
(Modern 150)
Here comes Hadda. And she's got 'em tongue-tied with praises out Harlemway this week. The boys say, "Watch this one go up the ladder".

9 I MISS YOU SO
King Cole Trio
(Capitol 444)
The King is back in the running with a tune that has all the earmarks of one of the best the trio has yet sung out with.

10 PEG O' MY HEART
The Harmonicats
(Vitacoustic 1)
Looks like a perennial — or as some of the Harlem ops tell us, "It's becoming a classic. Just can't take it out of the money position."

Signature's PLATTER PLAQUE to

Jack Cooper

Jack Cooper is the Director of Negro Programs over Chicago's WSBC. He also spins discs over his shows, "Rug Cutters, Gloom Chasers and Jump, Jive and Jam."

ANITA VOTED CHIRP CHAMP!

9th ANNUAL COLLEGE POLL
FAVORITE FEMALE VOCALISTS
(Singing With a Band)
1. June Christy
2. ANITA O'DAY
3. Peggy Lee

The Billboard
July 12, 1947

on Sig 15127
ACE IN THE HOLE
SOMETIME I'M HAPPY

Signature records
DISTRIBUTED BY
GENERAL ELECTRIC SUPPLY CORPORATION
See your GESCO distributor or write direct to
Signature Records, 601 W. 26th St., New York 1, N. Y.

DISKERS PREPARE BIG SALES DRIVES

This Month Sees Preparations to Get Biggest Sales Drives in History Under Way. Both Majors and Indies Gird Forces for All Out Sales Push. Special Emphasis is on Juke Box Market. Survey Shows Plenty of Business to be Had.

NEW YORK—Preparations are reported to be under way this month for sales campaigns which will exceed anything ever before seen in the music business to sell the general public, with special emphasis placed on the juke box trade.

These campaigns are expected to break with their first well aimed shots this coming September. From then on, it is expected, they will gradually increase in intensity and volume and will reach their peak sometime prior to the big Xmas season.

Many believe that the combination phono-radio sets which have been sold, and those which are sure to be sold as restrictions on installment selling go off November 1, will help boom the market potential to a point never before known to the record manufacturers.

The juke box trade, it is believed, will be using many more records beginning with the fall season than ever before. The juke box record sales have held up all during the summer months, many claim that these were not the volume sales which were expected, and that greater sales will surely be seen during the fall and winter season with the possibility that if there are new juke box models presented, this will even stimulate further sales all along the line.

In connection with the juke box field, it is explained, there will be greater use of disks for industrial, wired and professional music, and even non-selective music studios are also expected to step up use of records to boom the sales market.

Also known is the fact that from the smaller diskeries all the way to the very top of the field there are preparations under way to present records which will inspire greater sales than have been enjoyed in many, many months.

It is the general belief of the disk manufacturers that they can obtain greater sales today and, especially, during the fall and winter season, by more intensive coverage of the outlying as well the urban markets.

This has already been proved by some of the leading disk distributors who have found that by "beating the bushes" they have come upon volume markets never before enjoyed and never before properly developed.

According to information received this is one of the factors which has arranged for greater sales promotion expenditures to the juke box field — proper coverage of this market — so that everyone of the juke box ops will be in position to know of the latest records as they are released, and also be in as good a position as their big city brothers to obtain those records at the time of their release.

This has always been one of the outstanding complaints of the juke box operators buried in "the sticks" (as the expression goes in the music business) where the diskeries have no offices and few, if any, have correct coverage. It seems that the average disk salesman does not care for the highways and byways of the country and, in most cases, does not travel his auto thru these districts to meet the juke box operators who are doing business far from the beaten paths.

Yet, one distrib of disks after another, has proved that these juke box coinmen are among his best customers. They not only appreciate personal attention of the disk sellers, but also like to know that they are obtaining the very latest releases at the same time as are the big urban centers.

The facts are, according to music leaders, that the average juke box operator has been forced "to call on the disk distributors" for his records. There are many noted juke box operators located in the big city distribution areas, who have been phoned by the distribs the moment new records arrive, but, on a general average, these men have been calling "on the distributor", not having the distributors or the distributors' salesmen "call on them".

One of the points in these new sales campaigns being prepared by the majors and the independents will be for more intense and more complete coverage of every possible market potential.

"In this fashion", one noted salesmanager for one of the major diskeries stated. "we shall have a most complete coverage of the entire potential sales market. and. what's more, we'll know within a few months just where we stand on that market. and. what we can and should expect from it in the future."

The campaigns, therefore, which are being brought to a head now and which will break very soon will prove the biggest sales drives ever before attempted in the disk business.

"The men behind the guns are out to get the business", one music man expressed himself, "and", he added, "they're going to get it for they're all set to spend the necessary monies to assure themselves a most complete coverage of the market".

An executive of one of the maior diskeries stated, "For a long time now the record manufacturing business has ridden along on the steam of the wartime boom period. regardless of the statements made by some people that it was sending its men out into the field to really 'get the business'.

"Few, if any," he continued. "have made attempts to really cover their market. They are all realizing at this time that the entire sales picture has changed and that we 'must sell records' not just 'present' them anymore. We can no longer afford to sit back and believe that announcements alone will do the job. We must avail ourselves of all sales promotion sources and forces and, at the same time, use every ounce of sales power and salesmanship to assure our leadership in the record selling field.

"By the way", he said, "we are going to place great emphasis on the juke box field for we have found that this is one of the best and steadiest volume sales markets we have."

The progressive independents aren't waiting for the majors to get swinging and grab off the markets. They, too, are going all out. Some of the better indies are already lining up entirely new and stronger sales programs. Many have made investigations of the field which are truly commendatory and inspiring. These men have spent hard earned dollars on surveys which brought them surprising answers. They have found that they overlooked some of their best sales potentials and are now going to cure that with sales programs which will reach into every nook and cranny of their markets.

A big disk sales race is shaping up which will mean a great deal to everyone engaged in the music field. It is sure to bring about a great many new plans and new ideas. There isn't expected to be a moment's rest between the opening of the race until the closing of this year in any of the progressive record manufacturing organizations.

As one disk leader stated. "The moment the hot weather finishes, we're on our way, and", he said, "you will see us in that race fighting for first place like we never fought before."

"THE CASH BOX" IS THE OPERATOR'S MAGAZINE
IT IS NOT SOLD ON NEWSSTANDS.

"Folk" and "Western" RECORD REVIEWS

BULLSEYE of the WEEK

"Spring Has Come To Old Missouri"

"Toodle-oo My Darlin' "

Eddie Dean

(Majestic 11018)

● Side to ride with this week in sagebrush spots all over the land is this piece by Eddie Dean and his Boys titled "Spring Has Come To Old Missouri". Eddie's fine voice spills the lyrics in a manner that is sure to attract heavy coin play. With the tempo easy and flowing, Eddie warbles his message 'bout old Missouri to score heavily. "Toodle-oo My Darlin' " shows the group in the happy light, as they tell that gal goodbye. Maestro Eddie's vocal efforts grab the spotlight here once again, and a well deserved spot it is. Get next to this pair for added play in your machines.

"Losing My Sleep Over You"

"Bring Back The Sunshine"

Wiley and Gene

(Columbia 37572)

● Well known duo in cactus country offer more coin culling with this coupling titled, "Loosing My Sleep Over You" and "Bring Back The Sunshine." Both sides in cryin' mood are effective enough to pool in your machines. Altho they won't stop traffic, they should win the favor of many a customer. Vocal work on the pair is mellow, with string backing coming in to flavor both sides.

"My Rancho In California"

"Gotta Get To Oklahoma City"

Smiley Wilson

(Apollo 159)

● Here's a pair of sides that are tailor-made for the boots and saddle spots thruout the nation. Both are offered in tempting and pleasing manner by the capable Smiley Wilson. Altho there is nothing unusual in the musical background of the pair, they should stand up well as filler material. "My Rancho In California" gets the nod here, with Smiley telling his gal about his little haven. "Gotta Get To Oklahoma City" is effective thruout and maintains the happy pitch of its top mate.

"I've Got A Gal In Laramie"

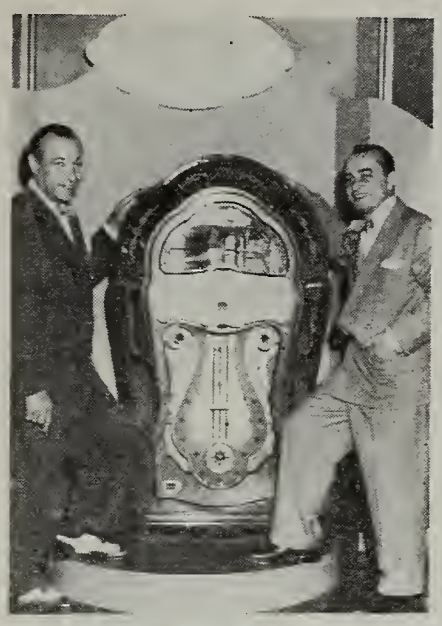
"Mary Marry Me"

Billy Williams

(Victor 20-2343)

● Billy Williams to the mike here, to render a pair that appear to be headed high. Billy's fine vocal chores are bound to be appreciated once phono fans latch on to this pair titled, "I've Got A Gal In Laramie" and "Mary Marry Me." Top deck in the happy vein shows Billy echoing the title. "Mary Marry Me" lends growing flack of fans Billy has, it is Billy room to move about and, with the bound to score heavily. Instrumental backing by the Pecos River Rogues is very favorable on both sides.

Freddy Martin Hears His Latest Disks



NEW YORK—While in town for a few days, Freddy Martin made it his business to visit with Eddie Smith of Emby Distributing Co., this city, distributors for Wurlitzer in this territory, to listen to his new disks, "Come To The Mardi Gras" and "Lady From 29 Palms" which are featured in the new Wurlitzer Colonial model on display at the Emby offices.

Freddy was tremendously pleased to find that Smith was giving his two new tunes top position (No. 1 and No. 2) in the new Wurlitzer and Eddie also advised him, "Freddy, I think you've got two of the greatest hits here you've ever produced."

"But now couldn't you just let Eddy Howard try it by himself for awhile?"

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(Phone: STA 3320)

Cleve Palace Ties In With Ops' August Hit Tune

CLEVELAND—Max Mink, manager of the RKO Palace here, is shown with the new Rock-Ola phono in the lobby of the theatre. The juke box was set up in the lobby to promote the tune and picture "I Wonder Who's Kissing Her Now?" which is also the song Cleveland kids picked for the Cleveland Phonograph Merchants Assn. as the "Hit Tune" for August.

Mink invited all executive officers of the organization plus local disc jockeys to be present at a special preview of the picture. The juke box started to play the tunes from the movie beginning on July 24 for an entire week prior to the opening

All juke boxes in this area are featuring the tune in their No. 1 spot and reports are to the effect that play has been very good. Belief is that the picture's success here was much due to the tremendous publicity received from juke box play all overtown.

Lots of KICK in it!
KING 646
Johnson's Old Grey Mule
backed by IT'S NO USE
a powerful new release featuring
The SHELTON BROS.
WIRE—WRITE—PHONE
KING
RECORD DIST. CO.
1540 BREWSTER AVE.
CINCINNATI 7, OHIO

Standard Songs are MONEY MAKERS!
TOO MARVELOUS FOR WORDS
Recorded by
TONY MARTIN—Victor
DICK FARNEY—Majestic
HARRY JAMES—Columbia
HARMS, Inc.
MUSIC PUBLISHERS HOLDING CORP.
NEW YORK, N. Y.

Bill Leyden Music Hall, KMPC Features The Cash Box Polls For Southern Calif.

BILL LEYDEN AT WORK

LOS ANGELES—Bill Leyden, KMPC disk jockey, who rides his platters home with a quick flick of the quip, has one of the country's most enthusiastic followings that puts his "Bill Leyden Music Hall" among the top morning shows for his Southern California listeners.

Leyden had, in a few short years, piled up an enviable record of successful radio shows in the midwest, prior to joining the Army Air Forces at the outbreak of the war. After being released from the service, Leyden joined KMFC in November, 1945, and in less than a year his witty and infectious personality had made him one of the west coast's top disc jockeys and earned him the Radio Life Award as the possessor of the most convincing radio voice.

Beginning with his Friday morning show, August 22, Leyden will start to quote *The Cash Box* regional record reports and polls for his many listeners. He will especially feature the nation's top ten juke box tunes as compiled by *The Cash Box*.

Leyden, by the way, has the distinction of being one of the very, very few (if any) radio personalities who has been removed because he was "too popular". This happened in Dayton, O. where the "Leyden With Music" show in 1938, broadcast in the early afternoon, pulled the biggest school kid listening audience in that area. It got so bad that rather than return to their classrooms after the lunch hour, listening to Leyden, the kids stayed away. The result was a petition from over 5,000 mothers asking that the show time be changed. But, rather than see school attendance records smashed, Leyden gracefully bowed out.

Victor Will Release Double Artist Record

NEW YORK—News from RCA-Victor headquarters is to the effect that with the forthcoming Walt Disney pic. "Fun & Fancy Free", Victor will do the unusual by pairing off Phil Harris with the title song, "Fun & Fancy Free" and back this up with Louis Prima's version of the novelty tune from the same pic, "Say It With A Slap". The disk will be released at the end of this month.

The idea of two artists on one record isn't entirely new, but it has not happened in so long a time that many have forgotten when Cameo and Edison and some of the other oldies used this idea.

TWO SURE-FIRE MONEY-MAKERS!

Lawrence WELK

and his Champagne Music

BUBBLING OVER WITH COIN APPEAL

"SMOKE, SMOKE, SMOKE"
(THAT CIGARETTE)
vocal by BOB "TEX" CROMER
BACKED BY
"PIC-A-NIC-IN"
(IN THE PARK)
vocal by BOBBY BEERS and JOAN MOWERY
Decca No. 24113

"WHIFFENPOOF SONG"
vocal by JOAN MOWERY and BOBBY BEERS
BACKED BY
"DOIN' YOU GOOD"
vocal by BOBBY BEERS
Decca No. 23990

"RED SILK STOCKINGS AND GREEN PERFUME"
vocal by Bob "Tex" Cromer
backed by
"I WON'T BE HOME ANYMORE WHEN YOU CALL"
vocal by Joan Mowery and Bob "Tex" Cromer
Decca No. 23946

"CHI-BABA, CHI-BABA"
vocal by
BOBBY BEERS and JOAN MOWERY
backed by
"MY PRETTY GIRL"
vocal by BOBBY BEERS
Decca No. 23878

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THE CASH BOX REPORTS THE NATION'S

Big 5

HILLBILLY FOLK & WESTERN JUKE BOX TUNES

1. **"SMOKE, SMOKE, SMOKE"**
   Tex Williams
   (Capital 40001)

2. **"TIM-TAY-SHUN"**
   Jo Stafford—Red Ingle
   (Capitol 412)

3. **"IT'S A SIN"**
   Eddy Arnold
   (Victor 20-2241)

4. **"MOVE IT ON OVER"**
   Hank Williams
   (MGM 10033)

5. **"FEUDIN' & FIGHTIN' "**
   Dorothy Shay
   (Columbia 37189)

On The Way Up

"JOLE BLON'S SISTER"
Moon Mullican (King 632)

"WHAT IS LIFE WITHOUT LOVE?"
Eddy Arnold (Victor 20-2058)

"CARELESS DARLING"
Ernest Tubbs (Decca 46048)

"RAGTIME COWBOY JOE"
Eddy Howard (Majestic 1155)

"I'LL STEP ASIDE"
Ernest Tubbs (Decca 46041)

"AM I TO BLAME?"
Al Dexter (Columbia 37352)

"YOU TWO TIMED ME"
Tex Ritter (Capitol 206)

THE CASH BOX says: ". . . *Art Mooney treatment bound to notch many a spot on your phonos . . . both sides worthy.*"

THE BILLBOARD'S "Tips on Coming Tops" *calls it one of "TOMORROW'S HITS!"*

2 HITS ON ONE RECORD

by

that

Genial

Irish

Gentleman

ART MOONEY

and His Orchestra

VA-ZAP-PA

COUPLED WITH

ON THE AVENUE

ON

MGM Record No. 10056

★

OPENING

CAPITOL THEATRE, N. Y. August 28

★

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C'mon Backstage and Let's Get Acquainted!

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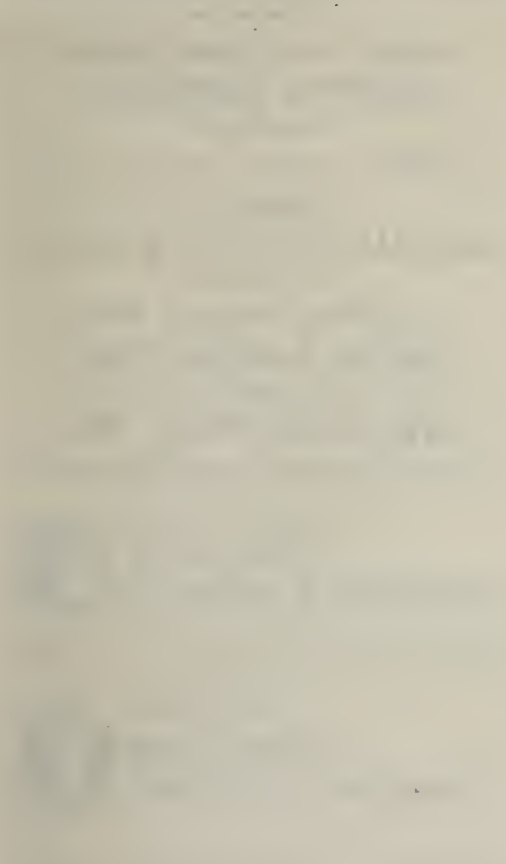


High School Student Wins Click Tune Juke Box

PHILADELPHIA — Lucky little Connie Coutilli, 16, of Southern High-school, this city, sitting atop the brand new Rock-Ola juke box she won for her school at the Click Tune Party at Frank Palumbo's Click Theatre Cafe.

Connie is surrounded by (left to right) Joe Grady, WPEN; Frank Gallagher, NBC singing star of the Carmen Cavallaro show; Ray Eberle, bandleader at the Click and Stu Wayne, disc jock (KYW "Musical Clock").

Remember This!!

CHICAGO — As a member of the coin machine industry send your check today to Ray Moloney, CMI, Inc., 134 No. La Salle St., Chicago 1, Ill. for the Damon Runyon Memorial Fund for Cancer Research.

BE SURE TO HEAR

The Second Great Recording by America's Newest Singing Sensation

VIC DAMONE

"YOU DO"

"ANGEL MIA"

Mercury Celebrity Series No. 5056

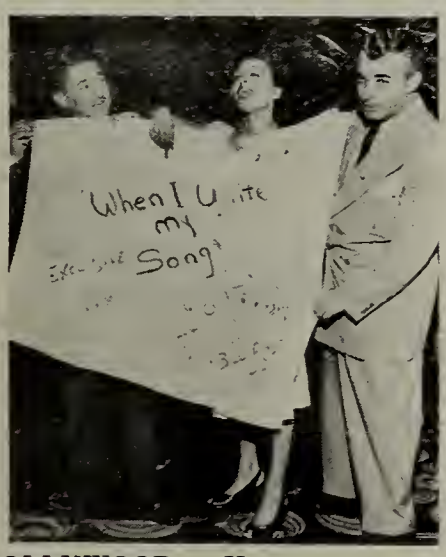
For Interesting Reading see Page 60 TIME MAGAZINE, July 21st.

SAY, "I SAW IT IN *THE CASH BOX*."

The Maestro Listens In

INDIANAPOLIS — Paul Jock of P-J Distributing Co., this city, greets Sammy Kaye of "Swing and Sway" fame who called on Paul while in Indianapolis to listen to how his latest disks sound on the AMI "Model A" phono.

On A Table Cloth



HOLLYWOOD — Harry Revel, noted tune-smith, and Frances Wayne, Exclusive Records thrush, present the table linen to Bill Anson, KFWB disc-jockey and composer of "When I Write My Song". Occasion was party given in Anson's honor at the Dells.

Comin' to — **Vita Records Distributing Co., Inc.**

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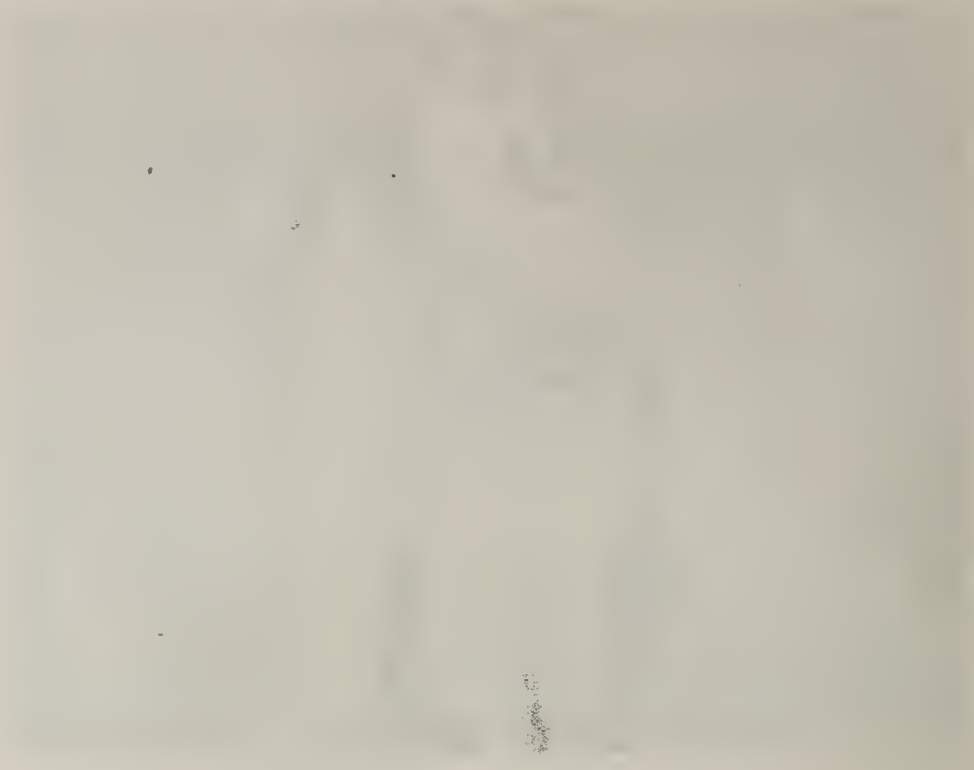

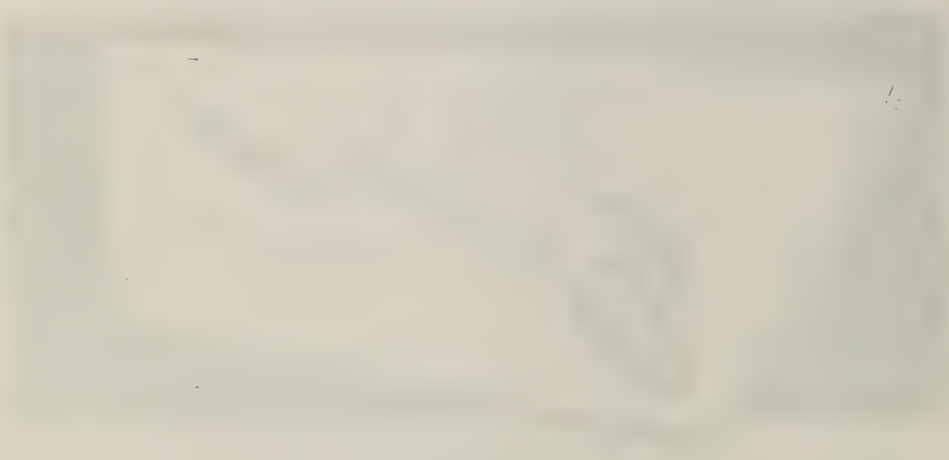

(ARRANGED ALPHABETICALLY)

ONLY THOSE RECORDS LISTED HERE AS REPORTED BY THE NATION'S MUSIC OPS COMPILED FROM CARDS RECEIVED DURING THE PRECEDING WEEK BY *THE CASH BOX*.

AIN'TCHA EVER COMIN' BACK
Frank Sinatra
(Columbia 37554)

APPLE BLOSSOM WEDDING
Eddy Howard Orch.
(Majestic 1156)

BLOOP-BLEEP
Alvino Rey Orch.
(Capitol 428)

Woody Herman
(Columbia 37553)

COME TO THE MARDI GRAS
Freddy Martin Orch.
(Victor 20-2288)

ECHO SAID NO
Sammy Kaye Orch.
(Victor 20-2330)

Elliot Lawrence Orch.
(Columbia 37545)

I HAVE BUT ONE HEART
Frank Sinatra
(Columbia 37554)

Vic Damone
(Mercury 5054)

LADY FROM 29 PALMS
Andrews Sisters
(Decca 23976)

Freddy Martin
(Victor 20-2347)

NEAR YOU
Frances Craig
(Bullet 1001)

NAUGHTY ANGELINE
Art Lund
(MGM 10046)

King Cole Trio
(Capitol 437)

ON THE AVENUE
Art Mooney
(MGM 10056)

TURNTABLE SONG
Andrews Sisters
(Decca 23976)

Sammy Kaye Orch.
(Victor 20-2345)

N. J. Music Ops Cover Spots With Streamers

LE ROY STEIN

NEWARK, N. J.—LeRoy Stein, managing director of the Music Guild of America (MGA) reports that the automatic music merchants of this organization are now covering all of their locations with an attractive streamer, designed by the members themselves, which reads, "Play Your Favorite 'Hit Tunes' On The Juke Box Here For Your Musical Entertainment". The subhead reads, "MUSIC YOU WANT WHEN YOU WANT IT".

As Stein points out, "The motto of this entire promotional program is, 'Music You Want When You Want It'. This calls attention", he says, "to the fact that the patron can have the music he wants when he wants it." He emphasizes, "This is not true of any other type of entertainment".

He also stated, "Intelligent presentation of these facts should enable the music merchant to place these window posters in every location." He also claims, 'The Damon Runyon Memorial Cancer Fund campaign of the Coin Machine Industry plus the window posters should produce additional sales. Stressing these ideas to the location owners will help all music operators to increase their business."

It is reported that other music ops associations are planning to also enter into the same sort of campaign program and many are also planning to combat television by the use of window posters and other advertising and promotional material showing where only juke boxes allow the patrons to obtain the musical entertainment they want when they want it.

LeRoy Stein has also recommended to the members of MGA. "This advertising help, if correctly placed on the back bar, windows and doors of the locations everywhere will help music operators to combat television and should, therefore, increase collections all down the line.

"THE CASH BOX" IS THE OPERATOR'S MAGAZINE

THE CASH BOX
Week of August 11, 1947
HOT in Harlem
The Ten Top Tunes Netting Heaviest Play Compiled From Reports Submitted Weekly To The Cash Box By Leading Music Operators in New York City's Harlem.
1
OLD MAN RIVER
The Ravens
(National 9035)
In the number four spot last week, the tremendous popularity of this song has it on top of the heap.
'OL' MAN RIVER by The Ravens, Jumps to the No. 1 Spot!
It's 'HOT IN HARLEM' and spreading like a prairie fire Across the Nation!
Order from your nearest NATIONAL distributor
or NATIONAL DISC SALES
1841 BROADWAY, NEW YORK 23, N. Y.
NATIONAL Records

THE CASH BOX

DISC-HITS BOX SCORE

COMPILED BY

JACK "One Spot" TUNNIS

IN ORDER OF POPULARITY BASED ON WEEKLY NATIONAL SURVEY

BOX SCORE TABULATION COMPILED ON THE AVERAGE INDIVIDUAL PURCHASE ON THE BASIS OF 1000 RECORDS — LISTED IN ORDER OF POPULARITY, INCLUDING NAME OF SONG, RECORD NUMBER, ARTISTS, AND RECORDING ON THE REVERSE SIDE.

CODE

AL—Aladdin	EX—Exclusive	QU—Queen
AP—Apollo	JB—Juke Box	RA—Rainbow
AR—Aristocrat	Kt—King	SI—Signature
BW—Black & White	MA—Majestic	SO—Sonora
CA—Capitol	ME—Mercury	ST—Sterling
CN—Continental	MG—M-G-M	SW—Swank
CO—Columbia	MN—Manor	TO—Icy
DE—Decca	MO—Modern	VI—Victor
DEL—DeLuxe	MU—Musicraft	VO—Vogue
EL—Excelsior	NA—National	VT—Vitacoustic
EN—Enterprise		

	Aug. 11	Aug. 4	July 28
1—Peg O' My Heart	**140.0**	**139.7**	**159.2**
AL-537—AL GAYLE & HARMONICORDS			
Remember			
CA-346—CLARK DENNIS			
Bless You			
CO 37392—BUDDY CLARK			
Come to Me, Bend to Me			
DE 25075—GLENN MILLER O.			
Moonlight Bay			
DE 25076—PHIL REGAN			
The Daughter of Peggy O Neill			
DE-2396D—EDDIE HEYWOOD O.			
Yesterdays			
DEL-1D80—TED MARTIN			
Chi-Baba Chi-Baba			
MA-7238—DANNY O'NEIL			
I'll Take You Home Again Kathleen			
ME-5D52—TED WEEMS			
Violets			
MG-1D037—ART LUND			
On The Old Spanish Trail			
NA-9D27—RED McKENZIE			
Ace in the Hole			
SI-15119—FLOYD SHERMAN			
Don't Cry Little Girl Don't Cry			
VI-2D-2272—THE THREE SUNS			
Across the Alley from the Alamo			
VT-1—THE HARMONICATS			
Fantasy Impromptu			
2—That's My Desire	**101.7**	**122.1**	**115.6**
AP-1056—CURTIS LEWIS			
Sky Blue			
CA-395—MARTHA TILTON—ELLIOTT ORCH.			
I Wonder, I Wonder, I Wonder			
CN—6048—GOLDEN ARROW QUARTET			
I Want to Be Loved			
CO-37329—WOODY HERMAN ORCH.			
Ivy			
DE-23866—ELLA FITZGERALD			
A Sunday Kind of Love			
ME-3043—FRANKIE LAINE			
By The River St. Marie			
MG-10020—ART MOONEY ORCH.			
Mahzel			
MN-1064—THE CATS & THE FIDDLE			
MO-147—HADDA BROOKS			
Humoresque Boogie			
SO-2019—RAY ANTHONY ORCH.			
VI-2D-2251—SAMMY KAYE ORCH.			
Red Silk Stockings and Green Perfume			
3—I Wonder, I Wander, I Wonder	**82.9**	**87.9**	**111.5**
CA-395—MARTHA TILTON WITH D. ELLIOTT ORCH.			
That's My Desire			
CO-37353—TONY PASTOR O.			
Get Up Those Stairs Mademoiselle			
CO-37353—TONY PASTOR ORCH.			
Meet Me at No Special Place			
DE-23865—GUY LOMBARDO ORCH.			
It Takes Time			
DEL-1075—TED MARTIN			
MA-1124—EDDY HOWARD ORCH.			
Ask Anyone Who Knows			
MG-10018—VAN JOHNSON			
Goodnight Sweetheart			
MO-20-516—THE SCAMPS			
NA-9032—JACK CARROLL			
Mam'selle			
SO-2024—TED STRAETER ORCH.			
My Pretty Girl			
TR-114—THE VAGABONDS			
TR-143—THE FOUR ACES			
VI-2D-2228—LOUIS ARMSTRONG ORCH.			
It Takes Time			
4—Tim-Tayshun (Parody on Temptotion)	**78.3**	**59.8**	**60.8**
CA-412—RED INGLE			
For Seventy Mental Reasons			
VI-2D-2336—HOLLYWOOD HILLBILLIES			
Chattanooga Choo Choo			
5—Chi-Boba Chi-Babo	**77.7**	**98.5**	**111.8**
AP-1064—CONNEE BOSWELL			
There's That Lonely Feeling Again			
AR-1001—SHERMAN HAYES			
Say No More			
CA-419—PEGGY LEE			
Aintcha Ever Coming Back			
COL-37384—THE CHARIOTEERS			
Say No More			
DE-23878—LAWRENCE WELK			
My Pretty Girl			
DEL-1080—TED MARTIN			
Peg O' My Heart			
MA-1133—LOUIS PRIMA			
Mahzel			
MG-10027—BLUE BARRON			
Oh My Achin' Heart			
SO-2023—GEORGE TOWNE ORCH.			
Mam'selle			
VI-20-2259—PERRY COMO			
When You Were Sweet Sixteen			
VI-25-1D85—HENRI RENE MUSETTE ORCH.			
Cielito Lindo			
6—Smoke, Smoke, Smoke (That Cigarette)	**65.7**	**35.1**	**30.4**
CA-40001—TEX WILLIAMS			
Roundup Polka			
DE-24113—LAWRENCE WELK ORCH.			
Pic-A-N-c-In (In the Park)			
VI-2D-2370—PHIL HARRIS ORCH.			
Crawdad Song			
7—Ivy	**64.6**	**51.3**	**51.1**
CA-388—JO STAFFORD — WESTON ORCH.			
A Sunday Kind of Love			
CO-37329—WOODY HERMAN ORCH.			
That's My Desire			
DE-23877—DICK HAYMES			
They Can't Convince Me			
MA-7223—RAY McKINLEY ORCH.			
Meet Me at No Special Place			
ME-5053—VIC DAMONE			
I Have But One Heart			
MG-10026—ZIGGY ELMAN			
I Believe			
VI-20-2275—VAUGHN MONROE ORCH.			
Say No More			
8—Across the Alley from the Alamo	**38.3**	**58.8**	**88.9**
CA-387—STAN KENTON O.			
No Greater Love			
CO-37289—WOODY HERMAN O.			
No Greater Love			
DE-23863—MILLS BROTHERS			
Dream, Dream, Dream			
ME-3060—THE STARLIGHTERS			
VI-2D-2272—THE THREE SUNS			
Peg O' My Heart			
9—Feudin' and Fightin'	**28.0**	**9.1**	**8.8**
CA-8443—JO STAFFORD			
Love and the Weather			
CO-37189 (C-119)—DOROTHY SHAY			
Say That We're Sweethearts Again			
DE-23975—BING CROSBY			
Goodbye, My Lover, Goodbye			
MA-12011—GEORGIA GIBBS			
You Do			
MG-10041—JACK MILLER ORCH.			
Tomorrow			
VI-2D-2313—TEX BENEKE ORCH.			
How Can I Say I Love You			
10—Tollohossee	**27.5**	**35.2**	**22.9**
CA-422—THE PIED PIPERS			
Cecilia			
CA-422—JOHNNY MERCER—WESTON O.			
Cecilia			
CO-37387—DINAH SHORE—WOODY HERMAN O.			
Notch			
DE-23885—BING CROSBY—ANDREWS SISTERS			
I Wish I Didn't Love You So			
MA-7239—RAY DOREY			
Je Vous Aime			
MG-10028—KATE SMITH			
Ask Anyone Who Knows			
VI-2D-2294—VAUGHN MONROE O.			
I Wish I Didn't Love You So			
11—Bloop-Bleep	**24.6**	**26.2**	**6.6**
CA-428—ALVINO REY ORCH.			
Cumana			
CO-37553—WOODY HERMAN			
Baby Come Home			
DE-23950—DANNY KAYE			
I Got a Song			
ME-5D58—TWO TON BAKER			
A Chocolate Sundae on a Saturday Night			
MG-1DD44—FRANK LOESSER			
Sing a Tropical Song			
12—Red Silk Stockings and Green Perfume	**19.4**	**16.2**	**11.9**
AP-141—SMILEY WILSON			
I'm Satisfied With Life			
CO-3733D—TONY PASTOR ORCH.			
Get Up Those Stairs, Mademoiselle			
DE-23946—LAWRENCE WELK O.			
I Won't Be Home Anymore When You Call			
MA-7216—RAY McKINLEY OCH.			
Jiminy Crickets			
VI-20-2251—SAMMY KAYE ORCH.			
That's My Desire			
13—A Sunday Kind of Love	**19.0**	**18.1**	**13.8**
CA-388—JO STAFFORD (WITH PAUL WESTON ORCH.)			
Ivy			
CO-37219—CLAUDE THORNHILL ORCH.			
Sonata			
DE-23866—ELLA FITZGERALD			
That's My Desire			
MA-1113—LOUIS PRIMA ORCH.			
A Nickel for a Memory			
ME-5D19—FRANKIE LAINE			
Who Cares What People Say			
MG-1DD23—JIMMY DORSEY ORCH.			
Pots & Pans			
VI-2D-218D—JANE HARVEY			
I Had Too Much to Dream last Night			
14—I Want to Be Loved	**18.3**	**8.9**	**7.4**
CA-416—BENNY GOODMAN ORCH.			
Mahzel			
CO-37341—BAILES BROTHERS			
The Drunkard's Grave			
CO-37328—THE MODERNAIRES			
Sonia Catalina			
DE-23879—LIONEL HAMPTON QUARTET			
Limehouse Blues			
MA-1136—COOTIE WILLIAMS ORCH.			
I Can't Get Started			
ME-8D35—DINAH WASHINGTON			
Stairway to the Stars			
MG-10030—SY OLIVER ORCH.			
MN-1D46—SAVANNAH CHURCHILL			
Foolishly Yours			
VI-20-2268—BERYL DAVIS			
If My Heart Had a Window			
15—I Wonder Who's Kissing Her Now	**17.2**	**9.4**	**4.5**
CA-433—DINNING SISTERS			
Lolita Lopez			
CO-37544—RAY NOBLE ORCH.			
April Showers			
DE-24110—DANNY KAYE (DARBY)			
Who's the Use of Dreaming			
DE-25D78—TED WEEMS ORCH.			
That Old Gang of Mine			
MA-6013—FOY WILLING			
Wait'll I Get My Sunshine in the Moonlight			
SI-15057—BOBBY DOYLE (VOC.)			
A Serenade to an Old Fashioned Girl			
VI-25-0101—JEAN SABLON			
Insensiblement			
VI-20-2315—PERRY COMO			
When Tonight Is Just a Memory			
16—Ask Anyone Who Knows	**16.0**	**16.6**	**16.3**
AP-1D60—THE VAGABONDS			
Oh My Achin' Heart			
AP-1D67—GORDON MACRAY			
I Want to Be Loved			
CA-410—MARGARET WHITING			
Old Devil Moon			
CO-37344—DINAH SHORE			
Poppa, Don't Preach to Me			
DE-23900—INK SPOTS			
Can You Look Me in the Eyes			
MA-1124—EDDY HOWARD ORCH.			
I Wonder, I Wonder, I Wonder			
ME-3059—ANITA ELLIS			
MG-10028—KATE SMITH			
Tallahassee			
SI-15123—LARRY DOUGLAS			
Rockin' Horse Cowboy			
VI-2D-2239—SAMMY KAYE ORCH.			
Would You Believe Me			
17—On the Old Spanish Troil	**15.9**	**13.6**	**4.4**
CA-432—ANDY RUSSELL			
All My Love			
CO-37543—KAY KYSER ORCH.			
What Are You Doing New Year's Eve?			
MA-1155—EDDY HOWARD ORCH.			
Ragtime Cowboy Joe			
MG-10037—ART LUND			
Peg O' My Heart			
SI-15124—AFAN DALE			
Ha-Ha-Kus N. J.			
VI-2D-2320—ROY ROGERS			
I've Got a Feelin'			
18—When You Were Sweet Sixteen	**15.4**	**9.6**	**13.3**
DE-24106 (A-575)—AL JOLSON			
Waiting for the Robert E. Lee			
DE-23627—MILLS BROTHERS			
Way Down Home			
VI-20-2259—PERRY COMO			
Chi-Baba Chi-Baba			
19—Je Vous Aime	**13.7**	**13.5**	**8.9**
CA-417—ANDY RUSSELL—WESTON ORCH.			
As Long As I'm Dreaming			
CO-37389—EDDY DUCHIN—B. CLARK			
After Graduation			
DE-23899—DICK HAYMES			
Stranger Things Have Happened			
MA-7239—RAY DOREY			
Tallahassee			
VI-20-2289—WAYNE KING ORCH.			
The Church in the Valley			
20—Come to the Mardi Gros	**12.0**	**10.0**	
CO-37556—XAVIER CUGAT ORCH.			
Miami Beach Rhumba			
MA-7243—VICTOR LOMBARDO ORCH.			
Oh! My Achin' Heart			
VI-20-2288—FREDDY MARTIN ORCH.			
Lolita Lopez			

ADDITIONAL TUNES LISTED BELOW IN ORDER OF POPULARITY

21—I Have But One Heart	**11.9**		
22—Possing By	**11.8**	**9.3**	**13.5**
23—What Are You Doing New Yeor's Eve	**10.3**	**16.1**	
24—My Adobe Hociendo	**10.2**	**19.1**	**13.2**
25—Cecilio	**9.7**	**15.6**	**12.6**
26—I Believe	**9.2**	**10.1**	**14.8**
27—Almost Like Being in Love	**9.1**	**3.9**	**2.0**
28—Noughty Angeline	**8.9**	**4.6**	
29—Mom'selle	**7.5**	**18.0**	**18.2**
30—I Wish I Didn't Love You So	**4.6**	**6.0**	
31—Cumono	**4.5**		
32—Aintcho Ever Coming Back	**4.0**		
33—Stello By Starlight	**3.9**	**4.2**	**5.9**
34—The Old Choperone	**3.8**		
35—The Lody from 29 Palms	**3.4**		
36—Time After Time	**2.9**	**5.9**	**8.6**
37—I'm So Right Tonight	**2.8**	**9.5**	**2.1**
38—Oh, Lody Be Good	**2.3**	**5.8**	**8.7**
39—When Tonight Is o Memory	**2.1**		
40—You Do	**1.9**		

● ALL EQUIPMENT APPEARING ON THIS AND FOLLOWING PAGE LISTED ONLY UNTIL MACHINES ARE NO LONGER IN PRODUCTION.

MUSIC

A.M.I.
- Model A $897.50
- Automatic Hostess Complete 20 Station Unit 14,800.00

HIDEAWAY CABINET W/SELECTIVE PLAY MECH:
- W/Amplifier and Remote Volume Control 515.00

HIDEAWAY CABINET W/CONTINUOUS PLAY MECH:
- W/Amplifier and Remote Volume Control 482.50
- W/Amplifier—No Remote Volume Control 470.00
- Complete—No Amp., No Volume Control 410.00

AIREON
- Super DeLuxe Phonograph 897.00
- Fiesta DeLuxe 699.50
- Trio (Wall Box) 69.50
- Solo (Wall Box) 46.50
- Impresario (Speaker) 42.27
- Melodeon (Speaker) 52.97
- Carilleon (Speaker) 56.18

BALLY
- Phonograph .....

BUCKLEY
- Music Box 25.00

MILLS INDUSTRIES
- Constellation .....

PACKARD MFG. CORP.
- Manhattan 1,000.00
- Pla Mor Phonograph (Model 7) 795.00
- Hideaway (Model 400) 450.00
- Wall Box (Butler) 39.95
- 1000 Speaker (Paradise) 159.50
- Wall Box (Butler 10c) 41.95
- 950 Speaker 57.50
- 650 Speaker 19.75
- Spot Reflector 8.50

PERSONAL MUSIC CORP.
- Measured Music Boxes, 5c-10c 35.00
- Studio Amplifier 505.00
- Studio Timing Control Unit 250.00
- Master Power Supply Units 140.00

ROCK-OLA
- 1422 Phonograph (Net) 728.00
- 1424 Playmaster 440.00
- Model 1807 Moderne Corner Spkr. 107.50
- Model 1906 Remote Volume Control 6.90
- Model 1530 Wall Box 39.50
- Model 1603 Wall Speaker 42.50
- Model 1606 Tonette Wall Speaker 21.50
- Model 1608 Tone-O-Lier Speaker 65.00
- Model 1607 Tonette Wall Speaker 19.75
- Model 1531 DeLuxe Bar Bracket 8.25
- Model 1533 Universal Bar Bracket 3.90
- Model 1795 Wall Box Line Booster 16.35

SEEBURG
- 147-M Symphonola w/remote control 875.00
- 147-S Symphonola 805.00
- H-147-M RC Special 525.00
- Wireless Wallomatic 58.50
- Wired Wallomatic 46.50
- 5-10-25c Wireless Wallomatic 75.00
- 5-10-25c Wired Wallomatic 62.50
- Teardrop Speaker 19.95
- Teardrop Speaker w/volume control 22.50
- Recess Wall & Ceiling Speaker 18.00
- Mirror Speaker 49.50
- Duo Volume Control 21.90
- Power Supply 14.50
- Master Amplifier 53.50
- Master Selection Receiver 118.00
- Wired Master Selection Receiver 105.00
- Electric Selector 86.00
- Remote Speaker Amplifier 44.20
- Solenoid Drum for 147-S 60.50

SOLOTONE CORP.
- Leveling Pre-Amplifier 44.50
- Mirror-Tone Selector .....
- Solotone Individual Coin Box .....
- Solotone Adaptor-Amplifiers .....
- Solotone Studio and Telephoning Bridging Units
- Solotone Booster Amplifiers .....

MUSIC

WURLITZER
- 1080 Colonial 875.00
- 1015 Std Phonograph 914.50
- 1017 Concealed Chgr. 499.50
- 3020 5-10-25c 3-Wire Wall Box 69.50
- 3025 5c 3-Wire Wall Box 42.50
- 3031 5c 30-Wire Wall Box 39.50
- 3045 5c Wireless Wall Box 48.50
- 215 Wireless Transmitter 17.50
- 216 Wireless Impulse Rec. 22.50
- 217 Aux. Amplifier 30.00
- 218 30-Wire Adap. Terminal Box 15.00
- 219 Stepper 35.00
- 4000 Aux. Steel Speaker 45.00
- 4002 Aux. Plastic Speaker 45.00
- 4003 Aux. Wooden Speaker 17.50
- 4004 Musical Note Speaker 27.50
- 4005—Round Walnut Speaker 22.50
- 4006—Round Mirror Speaker 32.50
- 4007—Oval DeLuxe Speaker .....
- 4008—Super DeLuxe Speaker .....
- 4009—Recessed Wall Speaker 21.50
- Model 28—Remote Volume Control 24.00
- Model 241—Outdoor Speaker 55.00

PINS

BALLY
- Ballyhoo 279.50

CHICAGO COIN
- Play Boy 279.50

EXHIBIT
- Ranger 299.50

GENCO
- Honey 279.50

GOTTLIEB
- Marjorie .....

J. H. KEENEY & CO
- Click .....

MARVEL MFG. CO.
- Carnival 249.50

P. & S.
- Shooting Stars 249.50

UNITED MFG. CO.
- Mexico 295.00

WILLIAMS
- Torchy 299.50
- Flamingo 299.50

COUNTER GAMES

A.B.T. CORP.
- Challenger 65.00

AMUSEMENT ENTERPRISES, INC., N. Y.
- Whirl a Ball:
  - Single 47.50
  - 2 to 24 ..... 46.50
  - 25-99 ..... 45.00
  - 100 or more 43.50

BALLY MFG. CO.
- Heavy Hitter 184.50
- w/stand 196.50

GOTTLIEB
- DeLuxe Grip Scale 39.50

SKILL GAMES CORP.
- Bouncer 44.50

ONE-BALLS

BALLY
- Eureka 489.50
- Entry 595.00
- Special Entry 595.00

GOTTLIEB
- Daily Races (F. P. Model) 650.00

KEENEY
- Big Parlay 660.00
- Hot Tip .....

BELLS

AMERICAN AMUSEMENT
- 50c Golden Falls (Rebuilt) 300.00

BELL-O-MATIC CORP.
- Jewel Bell .....

GROETCHEN
- Columbia Twin JP 145.00
- Columbia DeLuxe Club 209.50

MILLS SALES CO. LTD.
- Dollar Bell .....

O. D. JENNINGS
- 5c Std Chiefs 269.00
- 10c Std Chiefs 279.00
- 25c Std Chiefs 289.00
- 50c Bronze & Std Chiefs 399.00
- 5c DeLuxe Club Chiefs 299.00
- 10c DeLuxe Club Chiefs 309.00
- 25c DeLuxe Club Chiefs 319.00
- 25c DeLuxe Club Chief 429.00
- 5c Super DeLuxe Club Chief 324.00
- 10c Super DeLuxe Club Chief 334.00
- 25c Super DeLuxe Club Chief 344.00
- 50c Super DeLuxe Club Chief 454.00
- 50c Silver Eagle .....

PACE
- 5c DeLuxe Chrome Bell 245.00
- 10c DeLuxe Chrome Bell 255.00
- 25c DeLuxe Chrome Bell 265.00
- 50c DeLuxe Chrome Bell 375.00
- $1.00 DeLuxe Chrome Bell 550.00
- 5c Rocket Slug Proof 245.00
- 10c Rocket Slug Proof 255.00
- 25c Rocket Slug Proof 265.00

CONSOLES

BALLY
- DeLuxe Draw Bell 5c 512.50
- DeLuxe Draw Bell 25c 532.50
- Hi-Boy 339.50
- Triple Bell 5-5-5 ..... 895.00
- Triple Bell 5-5-25 ..... 910.00
- Triple Bell 5-10-25 ..... 925.00

BELL-O-MATIC
- Three Bells, 1947 .....

BUCKLEY
- Track Odds DD JP 1250.00
- Parlay Long Shot 1250.00

EVANS
- Bangtails 5c Comb 7 Coin 674.50
- Bangtails 25c Comb 7 Coin 764.50
- Bangtail JP 671.50
- Bangtail FP PO JP 839.50
- Evans Races .....
- Casino Bell .....
- 1946 Galloping Dominoes JP 671.50
- Winter Book JP 826.00

GROETCHEN TOOL & MFG. CO.
- Columbia Twin Falls 485.00

O. D. JENNINGS
- Challenger 5-25 ..... 595.00

PACE
- 3-Way Bell Console 5c-10c-25c $690.00
- 5c Royal Console 320.00
- 10c Royal Console 330.00
- 25c Royal Console 340.00
- 50c Royal Console 475.00

$1.00 Royal Console 650.00

ARCADE TYPE

ALLITE MFG. CO.
- Strikes 'N Spares .....

AMERICAN AMUSEMENT CO.
- Bat a Ball 249.50

AMUSEMENT ENTERPRISES, INC., N. Y.
- Bank Ball 375.00
- One World 475.00

CHICAGO COIN MACH. CO.
- Basketball Champ 499.50

EDELMAN DEVICES
- Bang A Fitty:
  - 10' — 8" 450.00
  - 11' — 8" 450.00
  - 13' — 8" 500.00

ESQUIRE GAMES CO.
- Spotlite 399.50

ARCADE TYPE *(continued)*

ESSO MANUFACTURING CORP.
- Esso Stars .....

FIRESTONE
- Santa Anita Handicap 269.50
- Rolloball 469.50

GENCO MFG. CO.
- Advance Roll 499.50

INTERNATIONAL MUTOSCOPE CORP.
- Atomic Bomber (Model B) 375.00
- Deluxe Movie Console 150.00
- Deluxe Movie Counter 140.00

METROPOLITAN GAMES
- Card Vendor 29.50
- Double Up Skill Bowl 399.50

SCIENTIFIC MACH. CORP.
- Pokerino, Location Model 5 ..... 279.50

SQUARE AMUSEMENT CO.
- Sportsman Roll 425.00

TELECOIN CORP.
- Quizzer .....

TELEQUIZ SALES CO.
- Telequiz 795.00

WILLIAMS MFG. CO.
- All Stars .....

MERCHANDISE MACHINES

CIGARETTE MACHINES

C. EIGHT LABORATORIES
- "Electro" 189.50

DE GRENIER CHALLENGER
- 7 Column Flat Mach w Stand 155.50
- 9 Column Split Mach w Stand 165.50
- 9 Column Flat Mach w Stand 171.50
- 11 Column Split Mach w Stand 176.50

NATIONAL VENDORS, INC.
- Model 9E (Electric) 321.70

ROWE
- Crusader (8 Col) w Stand 145.75
- Crusader (10 Col) w Stand 162.25

U-NEED-A VENDOR
- Monarch 6 Col w Stand 149.50
- Monarch 8 Col w Stand 159.50

MERCHANDISE VENDORS

A. B. T. MFG. CORP.
- "Auto Clerk"—(Gen'l Mdse.) .....

ASCO VENDING MACH. CO.
- Nut Vendor .....

ATLAS MFG. & SALES CO.
- Bulk Vendor .....

AUTOMATIC BOOK MACH. CO.
- "Book-O-Mat" .....

AUTOMATIC DISPENSERS, INC.
- "Drink-O-Mat" .....

BALLY MFG. CO.
- Drink Vendor .....

BERT MILLS CORP.
- "Hot Coffee Vendor" 540.00

COAN MFG. CO.
- U-Select-It—74 Model 85.50
- U-Select-It—74 Model DeLuxe 95.50
- U-Select-It—126 bar DeLuxe 127.50

DAVAL PRODUCTS CO.
- Stamp Vendor .....

HOSPITAL SPECIALTY CO.
- Sanitary Napkin Vendor .....

INTERNATIONAL MUTOSCOPE CORP.
- Photomatic 1495.00
- Voice-O-Graph 1495.00

MALKIN-ILLION CO.
- "Cigar Vendor" .....

NORTHWESTERN CORP.
- "Bulk Vendor" .....

REVCO, INC.
- Ice Cream Vendor .....

RUDD-MELIKIAN, INC.
- "Dwik-Cafe" Coffee Vendor .....

SHIPMAN MFG. CO.
- Stamp Vendor .....

TELECOIN CORP.
- Tele-juice .....

THIRST—AID, INC.
- Drink Vendor .....

U. S. VENDING CORP.
- Drink and Merchandise Vendor .....

VENDALL CO.
- Candy Vendor .....

VENDIT CORP.
- Candy Vendor 149.50

VIKING TOOL & MACH. CORP.
- Popcorn Vendor .....

YOU'VE NEVER SEEN A MORE AMAZING SOUND SYSTEM THAN

THE TEL-O-MATIC ROBOT

IT'S ALMOST HUMAN

Here's a golden chance for wide awake music operators and distributors to be FIRST in the richest market open to the finest development in Sound Engineering.

The Tel-O-Matic Robot has EVERYTHING — 40 selection phonograph for music programs — radio for special broadcasts — public address system for paging, commercial announcements, etc. — amplifier powerful enough to drive any number of speakers in any type of location — a complete daily program can be inserted at one time — there's no other equipment like it! No engineering as fine!!

OPERATORS

The Tel-O-Matic Robot opens a completely NEW FIELD for you — for sales and rentals . . . get complete details TODAY!

DISTRIBUTORS

The market for the Robot is as wide as the industry and commerce of America. Factories . . . Stadiums . . . Department Stores . . . Hospitals . . . Offices . . . Funeral Homes . . . Industrial Cafeterias, etc.

CONTACT US IMMEDIATELY FOR FULL DETAILS ON TEL-O-MATIC ROBOT DISTRIBUTORSHIPS

RUNYON SALES COMPANY

593 10th AVENUE, NEW YORK 18, N. Y.
BRyant 9-2235

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NOTHING EVER LIKE IT BEFORE!
HERE NOW!
Chicago Coin's
SENSATIONALLY NEW
"GOLD BALL" REGISTERS DOUBLE SCORE!
GOLD BALL
FOUR "SILVER BALLS" AND ONE "GOLD BALL"
THE "SILVER BALLS" REGISTER FROM 10,000 TO 50,000
BY A NEW PATENTED MAGNETIC FEATURE THE
"GOLD BALL" AUTOMATICALLY REGISTERS DOUBLE SCORE
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COIN MACHINE INDUSTRIES, INC. CMI For Your Protection MEMBER
ORDER SOON... FOR EARLIEST DELIVERY
OPERATORS
Write Today for Your FREE Copy of Chicago Coin's NEW PARTS and SUPPLIES Catalog
Chicago Coin MACHINE CO.
1725 DIVERSEY BOULEVARD • CHICAGO 14, ILLINOIS

Donates $1000 To Runyon Cancer Fund

JOE WESTERHAUS

CINCINNATI, O. — Joe Westerhaus, Westerhaus Company, this city, has donated $1000 to the Damon Runyon Memorial Fund for Cancer Research, reports Jim Mangan, director of CMI Public Relations Bureau.

Westerhaus, one of America's well known coinmen, needed no prodding. He tore out the coupon appearing in *The Cash Box*, and mailed it and a check to headquarters in Chicago.

A great many coinmen thruout the country have already contributed to this great industry drive, and CMI Public Relations Bureau has pledges from countless others. In addition, the Bureau's office in Chicago is visited every day by out-of-town members of the industry, who drop in to discuss the plans they are formulating in their various territories, reveals Mangan.

The first list of donors will soon be released by the CMI Public Relations Bureau, reports Mangan.

COIN MACHINE MOVIES
FOR REGULAR PANORAMS AND SOLO-VUES
REELS OF 8 AND 6 SUBJECTS
Our Films Get The Dimes
PRICE $32.50 TO $38.50 Per Reel
PHONOFILM
3331 NO. KNOLL DR., HOLLYWOOD 28, CAL.

MOTORS REPAIRED WURLITZER — AMI — SEEBURG — ROCK-OLA—MILLS. Rewound to Factory Specifications. Rapid service—repaired or exchanged within 24 hours after arrival. **$6.00**
Complete No Extras
M. LUBER
503 W. 41st (LOngacre 3-5939) New York

"The Cash Box" Is The Operator's Magazine

Styling

GRACEFUL DESIGN IN LUXURIOUS ELEGANCE

. . . GAY! DECORATIVE! ORIGINAL!

"The MANHATTAN"

by Packard

THE FINEST, MOST LUXURIOUS . . HIGHEST PRICED COMMERCIAL PHONOGRAPH MADE

the phonograph every location will demand!

PACKARD MANUFACTURING CORP. • Indianapolis 7, Indiana

Disapproves Television In Bars

PHILADELPHIA, PA. — The Daily News, this city, reprinted a letter they received from one of their readers, expressing his opinion on Television in taprooms. As operators in territories where television reception is available are vitally interested in the public's reaction to this type of entertainment, we reprint the letter:

"A Pennsylvania court has ruled that television, for the purposes of taxation, at least, is entertainment; and taproom owners, who display television must pay the special fee required of places which provide amusement to their patrons.

"I will not dispute the court's decision, not knowing much about television. But I do know something about taprooms, and I am sorry tt see television in so many of them.

"The corner taproom used to be a place where a fellow would go to meet his friends, have a few rounds. and maybe play a couple games of pinochle or darts. If the patron didn't have any friends, he could make some or keep to himself, just as he preferred. If he wanted music, he could drop a nickel in the juke box to play the ballads he liked.

"Television makes it all different. While a television program is showing on the screen at the end of the bar, you can't talk to your friends. They're busy listening to the fight, or the baseball game, or looking at the Class B movie. You have to get the bartender's attention away from the screen in order to get your glass filled. It's a mess, but they call it entertainment." A. L. McB.

Leaders Named In Adams - Fairfax "Derby"

LOS ANGELES, CAL.—Bernard Shapiro, president of Adams-Fairfax Corp. ,this city, reports on the progress of his distributors in "The Cash-Tray Derby", a 90-day sales contest.

"As of August 4, the leaders were: Dixie Coin Machine Company, New Orleans, La.; "Hi-Ho Silver", San Francisco, Cal.; and Unique Specialty Products Co., New Jersey, rating in that order.

Shapiro has designated some wonderful prizes for the winners. The winner will receive a new 1947 Buick Sedan; second place, a RCA Combination Radio-Television Set; and third place, a mahogany executive desk. Consolation winners will be presented with solid gold jeweled wrist watches.

Contest began July 15 and will close on October 15.

UNITED'S
MEXICO
with
NEW BONUS
FEATURE

√ Added Thrills
√ More Action
√ Greater Profits

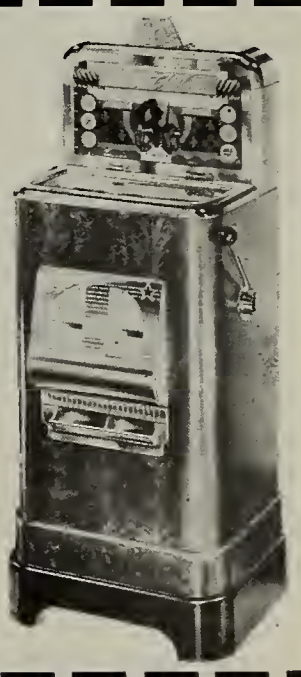
TERRIFIC LAST BALL SCORING POSSIBILITIES

Five-Ball Novelty-Replay

See Your Distributor Now!

UNITED MANUFACTURING COMPANY
5737 NORTH BROADWAY CHICAGO 40, ILLINOIS

JENNINGS
CHALLENGER
TWIN PLAY 5c-25c
WITH THE NEW FLASHY CHROME TOP
Smallest in Size
Biggest In Player Appeal
Every Operator . . . Every Location should have this latest Console. A magnetic attraction that is absolutely irresistible to players!
WRITE—WIRE—PHONE
CONSOLIDATED
DISTRIBUTING CO.
1910 GRAND AVENUE, KANSAS CITY, MO.



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IT'S THE DAWN OF A NEW ERA IN AUTOMATIC SELLING!

We'll BUY
ANY POSTWAR GAMES
or CONSOLES
NEW or USED
ANY QUANTITY
Cash on the "Barrel Head"
WRITE, WIRE or PHONE
American Amusement Company
164 E. Grand Ave., Chicago 11, Ill.
Tel. WHitehall 4370

Williams'
"FLAMINGO"
Truly The Greatest Game Of The Year!
11 WAYS TO WIN!
ORDER NOW!
EXCLUSIVE DISTRIBUTORS
Veatch's Panther
V.P. DISTRIBUTING INC.
Del Veatch Coin Operated Machines
2336 OLIVE ST. PHONE CE.3892 ST. LOUIS 3, MO.
ALSO EXCLUSIVE DISTRIBUTORS FOR
AIREON MUSIC

BRAND NEW SPECIALS!

CHICAGO COIN PLAY BOY	$279.50
GOTTLIEB LUCKY STAR	219.50
UNITED HAVANA	219.50
MARVEL LIGHTNING	199.50

OUR SUPER VALUES!

4 GENCO WHIZZ & STAND—Brand New	79.50
5 5c KEENEY BONUS SUPER BELL, Like New	$395.00
3 25c KEENEY BONUS SUPER BELL, Like New	429.50
ROCKOLA COMMANDO—$275.; '39 DE LUXE—$185.; WURL. 1015—$775.	

NEW PIN GAMES

BALLY OOUBLE BARREL	$145.00
UNITEO MEXICO	295.00
BALLY BALLYHOO	279.50
KEENEY CLICK	295.00
GOTT. MARJORIE	294.50
P. & S. SHOOTING STARS	149.50
EXH. RANGER	299.50
WILLIAMS FLAMINGO	299.50
GENCO HONEY	279.50

ARCADE MACHINES

AMUSEMATIC TUMBLER	325.00
SPEEDWAY BOMBSIGHT	$359.50
AOVANCE ROLL	469.50
PREMIER BOWLO	425.00
PREMIER TEN GRANO, 10½, Ft.	450.00
BASKET B. CHAMP	499.50
POKERINO	245.00
METAL TYPER	445.00
WILLIAMS ALL STARS	469.50
IDEAL FOOTBALL	365.00
ARISTO-O-SCALE	115.00
MIR-O-SCALE	125.00
WATLING FORTUNE SCALE	WRITE
AMERICAN FORTUNE SCALE	169.50

ONE BALLS

BALLY ENTRY, P.O.	$595.00
SPECIAL ENTRY, F.P.	595.00
GOTT. DAILY RACES	650.00
BALLY EUREKA	489.50

NEW COUNTER GAMES

POP-UP	$ 37.50	IMP., 1c or 5c	$ 14.50
ABT CHALLENGER	49.50	OAVAL OOMPH	49.50
FOLDING STANO	11.95	BEST HANO	49.50
GOTT. GRIP SCALE	39.50	MEX. BASEBALL	49.50
GRIP-VUE	49.95	SKILL THRILL	49.50
BASKETBALL, 1c	39.50	FREE PLAY—SPECIAL	45.00
WITH STAND	49.50	HEAVY HITTER	184.50
KICK. & CATCHER	37.50	WITH STANO	196.50

NEW SLOTS

	5c	10c	25c	50c
JENNINGS LITE-UP CHIEF	$324	$334	$344	$454
JENNINGS STANDARD CHIEF	269	279	289	399
MILLS BLACK CHERRY	220	225	230	320
MILLS GOLDEN FALLS, H.L., 2-5	230	235	240	330
WATLING ROLATOP	175	200	225	300
MILLS VEST POCKETS	$74.50—LOTS OF 5			65.00
GROETCHEN DE LUXE COLUMBIA...$145.00; J. P. COLUMBIA...$110.00				

SLOT SAFES, STANDS, COUNTERS

CHICAGO METAL REVOLVAROUNO—OE LUXE Single, $119.50; Double, $174.25; Triple	$262.00
CHICAGO METAL REVOLVAROUNO SAFES—UNIVERSAL. Single, $79.50: Double	116.75
HEAVY REVOLVAROUND SAFES—10-GAUGE STEEL. Single, $175; Oouble	225.00
BOX STANDS $27.50 FOLDING STANDS	12.50
OOWNEY-JOHNSON COIN COUNTER	217.50
ACE COIN COUNTER ANO CARRYING CASE	159.50

NEW CONSOLES

BALLY HI-BOY	339.50
BALLY TRIPLE BELL	895.00
OE LUXE DRAW BELL	512.50
MILLS 3 BELLS	645.00
JENN. CHALLENGER	595.00
EVANS BANGTAILS	595.00
EVANS WINTERBOOK	729.50
EVANS RACES	875.00
BAKERS PACERS, 5c, O.O.	629.50
BAKERS PACERS, 25c, O.O.	689.50
GROETCHEN TWIN FALLS	439.50

VENDORS

SILVER KING, 1c or 5c NUT OR BALL GUM	$ 13.95
SILVER KING HOT NUT VENOOR	29.95
VICTOR MODEL V, 1c GLOBE TYPE	11.75
CABINET TYPE	13.75
25c SANITARY VENDORS	22.50
FOR ALL SPECIAL USES	WRITE

USED PIN GAMES

KILROY	179.50	GENCO DEFENSE	54.50
SHOW GIRL	179.50	HI HAT	50.00
SUPER SCORE	179.50	TEXAS MUSTANG	50.00
SMARTY	179.50	TOPIC	50.00
FIESTA	179.50	SPOT POOL	50.00
SPELLBOUND	169.50	GENCO VICTORY	50.00
OYNAMITE	169.50	CLOVER	49.50
FAST BALL	157.50	FLYING TIGERS	49.50
SUPERLINER	149.50	VELVET	47.50
STEP UP	139.50	PROOUCTION	45.00
MIOGET RACER	129.50	SEA HAWK	45.00
BIG LEAGUE	124.50	P. & S. SHANGRI-LA	45.00
STAGE DOOR CANTEEN	114.50	EAGLE SQUAORON	45.00
SURF QUEEN	104.50	JUNGLE	45.00
BIG HIT	104.50	STAR ATTRACTION	45.00
SKY CHIEF	79.50	GUN CLUB	45.00
LIBERTY, GOTT.	79.50	BELLE HOP	45.00
AIR CIRCUS	69.50	ALL AMERICAN	45.00
BIG PARADE	69.50	CHAMPS	45.00
KNOCK OUT	69.50	BOLAWAY	45.00
KEEP 'EM FLYING	69.50	SHOW BOAT	45.00
TRADE WINOS	69.50	STARS	45.00
SOUTH SEAS	69.50	CAPT. KIDO	45.00
RIVIERA	69.50	VENUS	45.00
WAGON WHEELS	69.50	TOWERS	45.00
COVER GIRL	69.50	MIAMI BEACH	45.00
FLAT TOP	69.50	ABC BOWLER	45.00
SANTA FE	69.50	'41 MAJORS	45.00
OKLAHOMA	69.50	INVASION	45.00
STREAMLINER	69.50	SEVEN UP	45.00
YANKEE DOOOLE	69.50	PARATROOPS	45.00
5-10-20	64.50	BOMBAROIER	45.00
MIOWAY (United)	64.50	TEN SPOT	45.00
BOSCO	59.50	STRATOLINER	45.00
YANKS	$ 59.50	PLAY BALL	45.00
GOBS	59.50	CLICK	39.50
KISMET	59.50	BANOWAGON	37.50
		ORUM MAJOR	34.50
		MARINES	34.50

SLOTS

5c MILLS BLUE FRONT, ORIG.	$ 99.50
10c MILLS BLUE FRONT	109.50
25c MILLS BLUE FRONT	119.50
5c BROWN FRONTS	109.50
10c BROWN FRONTS	119.50
25c BROWN FRONTS	129.50
VEST POCKETS, 1946 Model	59.50
5c BLACK CHERRY, ORIG., 2-5	179.50
10c BLACK CHERRY, NEW REB.	169.50
5c JENN. SILVER CHIEF	99.50
5c JENN. CLUB CONSOLE CHIEF	149.50
COLUMBIAS J.P., 1946 Model	99.50
5c WATL. ROLATOP, $79.50; 10c	89.50
JENN. LITE-UP CHIEFS—Used 10 Days 5c—235, 10c—245, 25c—255	

CONSOLES

BAKER'S PACERS, O.D., J.P., New	$395.00
5c COMB. SUPER BELLS	79.50
BALLY SUN RAYS, F.P.	69.50
5c BUCKLEY TRACK OOOS, J.P.	435.00
HI HANO, COMB.	119.50
WATLING BIG GAME, 5c, P.O.	69.50
5c PACE SARATOGA SR., P.O.	99.50
5c PACE REELS, COMB.	109.50
JENN. FAST TIME, P.O.	59.50
BALLY BIG TOP, P.O. or F.P.	69.50
WATLING BIG GAME, F.P.	69.50
MILLS JUMBO, LATE HEAO	69.50
JENN SILVER MOON, F.P.	69.50
5c BALLY CLUB BELL	99.50
25c BALLY CLUB BELL	154.50
EVANS LUCKY STAR	149.50
GALLOPING OOMINOS, J.P.	149.50
BANGTAILS, J.P., 2-TONE	159.50

ONE BALLS

VICTORY SPECIAL, AUTO. SHUFFLE	345.00
CLUB TROPHY, F.P.	109.50
VICTORIOUS, F.P., TURF CHAMP	69.50
PIMLICO, F.P.	119.50
'41 DERBY	99.50
RECORO TIME, F.P.	79.50
LONGACRE, F.P.	149.50
TURF KING, P.O.	129.50
JOCKEY CLUB, P.O.	119.50
40 MILLS 1-2-3, F.P.	89.50
MILLS OWL, 1 OR 5 BALL, F.P.	69.50
LONGSHOT, P.O.	104.50
KENTUCKY, P.O.	109.50
SPORT KING, P.O.	79.50
FAIRMOUNT, P.O.	129.50
VICTORY OERBY, P.O.	184.50

ARCADE

AMUSEMATIC BOOMERANG	149.50
EVANS TEN STRIKE, 1947 MOOEL	$279.50
WMS. ZINGO	89.50
EVANS TOMMY GUN	94.50
BALLY OEFENOER	119.50
BATTING PRACTICE	89.50
PIKES PEAK	19.50
GENCO WHIZZ—Like New	59.50
EXH. CARO VENOOR, Counter Model	9.50
SHOOT TO TOKYO	79.50
SHOOT THE CHUTES	79.50
CHICAGO COIN GOALEE, Like New	194.50
GOTT. 3-WAY GRIPS	19.50
CHICAGO COIN HOCKEY	99.50
MUTOSCOPE SKY FIGHTER	99.50
RAPIO FIRE	99.50
PITCHEM & CATCHEM	50.00
BALLY SKY BATTLE	99.50
EXH. HAMMER STRIKER	57.50
ADVANCE SHOCKER	17.50
BALLY UNOERSEA RAIDER	149.50
AMUSEMATIC JACK RABBIT, F.S.	219.50
BAT-A-BALL, Brand New	139.50

ONE-HALF DEPOSIT WITH ORDER, BALANCE C.O.D. OR SIGHT DRAFT

Empire Coin MACHINE EXCHANGE

1012-14 MILWAUKEE AVE. • PHONE: HUMBOLT 6288 • CHICAGO 22, ILL.

New Distributing Firm To Open In New York on Aug. 21

NEW YORK—Coinrow will be augmented with a new distributor when New Deal Distributing, Inc. open their doors on August 21 at 764 Tenth Avenue, corner 52nd Street. Coinmen thruout the territory are being invited to attend a gala opening party on this date. Festivities will start at 2 P.M. and run thruout the entire day.

Maxie Green, president of New Deal, is well known in the local picture, having been connected with coin machines in the jobbing business prior to the war. During the interim, Green has been active as one of the city's leading operators.

The firm has been appointed exclusive metropolitan New York distributors for two amusement machine manufacturers, and expect to add other lines as they go along. In addition, they report they will handle a complete line of reconditioned music machines, merchandise machines, and games. A well equipped repair department is being set up to repair and renovate all equipment that will be resold. A parts department, with every necessary part the operator needs, will be available.

"Having spent a great many years in the business" states Green "I know the problems of the operators and am setting up my organization to cater to these problems. We have acquired the distribution of Abbott Specialties' new rolldown game "Buccaneer" and also a new type amusement machine "Skill Wheel". These games will be on our showroom floors when the operators attend our opening on August 21. Our used machine department will be complete, and all machines will be thoroughly renovated and tested before they are sold.

"In opening New Deal Distributing at this time, we know that the coin machine business is just getting started and has a great future in store for the progressive firm" continued Green.

NOW DELIVERING
FILBEN '47—Record Phono
Pantages Maestro Music System
Personal Music Systems

ALSO DISTRIBUTORS FOR
United's MEXICO
Square's SPORTSMAN ROLL
Adams-Fairfax CASH TRAY
U.S.V.C. Refrigerated Vendors

"Wisconsin's Leading Distributors"
UNITED COIN MACHINE COMPANY
6304 W. GREENFIELD (SPRING 8446-8447) MILWAUKEE 14, WISC.

Marmer Writes Check For Cancer Fund

CHICAGO—Vince Shay, president of Bell-O-Matic Corp., this city, is devoting considerable time to the CMI Damon Runyon Cancer Fund drive.

Here he is getting a check for $1000 from Bill Marmer of Sicking, Inc., Cincinnati. Pictured above (1 to r) Vince Shay; Hayden Mills, treasurer of Mills Industries, Inc., Bill Marmer; Herb Mills, president of Mills Industries, Inc., and Fred Mills of Mills Industries, Inc.

YES!
NOW WE'RE DELIVERING!
★
SENSATIONAL, NEW
MILLS CONSTELLATION
PHONOGRAPH
★
TO OPERATORS IN ARIZONA, CALIFORNIA, OREGON, NEVADA
★
MILLS SALES CO., LTD.
Main Office: 1640 18th St., Oakland, Calif.
Branches: 600 S. E. Stark, Portland, Ore.
2827 W. Pico Blvd., Los Angeles, Calif.

SAY, "I SAW IT IN *THE CASH BOX*."

IT TAKES IN MORE MONEY!

AMI

DE LUXE MODEL "A"

Roll all the features of the Model "A" AMI phonograph into one, and you come up with the simple basic fact: "The AMI makes more money!" We know this is the feature which interests you most of all because phonograph earning power is the only solution for today's success in music operating.

AMI HIDEAWAY CABINET

Concentrated Perfection in Engineering Performance

Hideaway steel cabinet with hinged lid and removable front. 30" wide by 20½" deep by 38½" high. Complete with junction box containing transformer rectifier combination for supplying power for mechanism.

With AMI *Selective* Play Mechanism and Remote Volume Control

$515

With AMI *Continuous* Play Mechanism
Complete with Amplifier and Remote Volume Control
$482.50

Complete with Amplifier but without Remote Volume Control
$470.00

Complete without Amplifier and without Remote Volume Control
$410.00

Prices F.O.B. Grand Rapids
Excise Tax Included—Plus Local Taxes

GRIFFIN DISTRIBUTING CO.

3604 TULANE AVE., NEW ORLEANS 19, LA.
106 MINERVA ST., JACKSON, MISS.
322 FOURTH ST., SHREVEPORT, LA.

"Coin-Operated Television Still Too Uncertain"—Haddock

JOHN HADDOCK

GRAND RAPIDS, MICH. — Vehemently denouncing the operation or sale of television sets to bars by coinmen, John W. Haddock, president of AMI, Inc., this city, advises *The Cash Box*:

"We do not believe that operators should be urged either to operate television sets, nor to sell them outright to their locations. We feel that the place of television in the coin-operated industry is still too uncertain to justify investment on the part of the operator, and we feel that for an operator to act as a sales agent in selling television sets to locations is to jeopardize the relationships which he has worked hard to establish in his locations.

"We feel strongly that any attempts in this direction will be unsuccessful and that they will react unfavorably against the entire industry."

This contention is borne out by the information reported by Associated Press that a new kind of radio tube was being prepared for television. This new invention is described as capable of solving the problem of television transmission by Dr. Lester M. Field, Stanford University electrical engineer.

Work on the tube was begun last year in the Bell Telephone Laboratories by Dr. Field and Dr. John R. Pierce, and was continued by Dr. Field under a grant from the Office of Naval Research. A wartime discovery by R. Kompfer at Oxford University supplied the principle for the tube.

BEN RODINS SAYS

Keep Posted...

On Prices for New and Used Equipment

WRITE TODAY . . . A Postcard Will Do

Let BEN RODINS add your name to his Mailing List

REMEMBER—If I Can't Guarantee It . . . I Won't Ship It!

MARLIN

Amusement Corporation

412 9th St., N. W. • DI. 1625

WASHINGTON 4, D. C.

..MAPE'S BETTER BUYS!

Save Record Wear CRYSTAL PICKUP CONVERSION KITS

For all Seeburg Phonographs

Tone Arm and Crystal
Elec. Cut-off Switch
Elec. Cancel Coil
24 Volt Transformer
Cancel Button
Volume Control
Wire Leads

COMPLETE PACKAGE $19.95

Modernize Your Old Equipment in 20 Minutes

SPECIALS

SEEBURG Baromatics, 5, 10, 25c Wireless	$ 29.50
SEEBURG Baromatics, 5, 10, 25c—3-Wire	24.50
SEEBURG Wallomatics, 5c-Wireless	24.50
SEEBURG Wallomatics, 5c - 3-Wire	22.50
With new Seeburg Metal Covers (For Wallomatics)	2.50
Ivory Finish — additional $2.50 per box	
PACKARD Wallboxes (used)	24.50
BUCKLEY Chrome Boxes	15.00

FEATURE ITEMS

PICKUP COILS (for all Seeburgs, including Hitones)	1.50
FIBRE INSERTS (For Seeburg Wall Boxes) Sets each 25c — Minimum Order 10 Sets	2.50
B-3 CRYSTAL PICKUPS — DATED — Rock. or Mills	2.75
Genuine Fiber Main Gears for Seeburg and Wurlitzer (less hub) Singles	$2.95
Quantities of 10	2.60

Electric Cancels and Cut-Off, for all Seeburg Phonographs (complete) 7.95

REPLACEMENT MOTORS

For Wurlitzer-Seeburg Phones .....ea. $19.50
110V-60 Cycle—Reconditioned Motors—
Will Give Excellent Service — 30 day Guarantee

PLASTIC SHEETS

20"x50" (red) 60 Gauge — each	$ 9.50
20"x50" (red) 30 Gauge — each	6.50
20"x50" Gold Grill Cloth	7.50

Quantity Discounts — Write for Prices

TERMS: ½ deposit with order, balance C.O.D. F.O.B. Los Angeles or San Francisco.

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E. T. MAPE Distributing Co. INCORPORATED

SAN FRANCISCO
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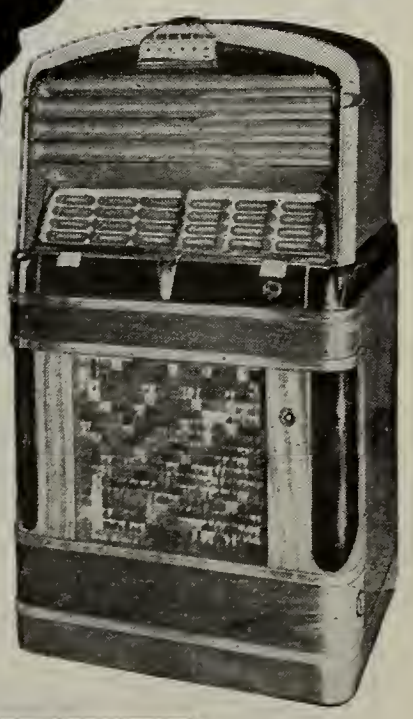
All Merchandise TRIPLE-WARRANTED by Pacific Coast's largest distributor of coin operated equipment.

IT'S ALWAYS "Fiesta" TIME

WHEN MUSIC OPERATORS MAKE THEIR COLLECTIONS FROM THE

Aireon "Fiesta" DE LUXE

Exclusive Distributors



Veatch's Panther

V·P· DISTRIBUTING INC.

Del Veatch Coin Operated Machines

2336 OLIVE ST. PHONE CE.3892 ST. LOUIS 3, MO.

Buckley BUILDS THE Best

NEW CABINET ASSEMBLIES

FOR MILLS ESCALATOR BELLS HAMMERLOID OR WRINKLE

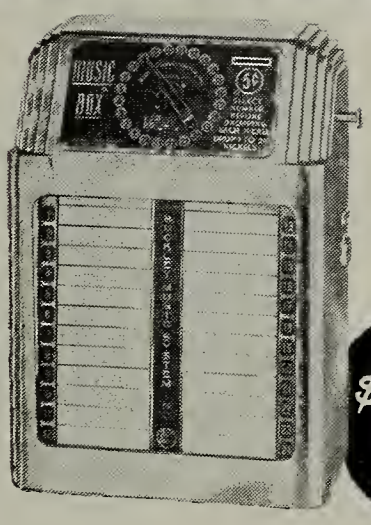
YOUR CHOICE OF:

Cherry or Diamond Ornaments, Maroon, Copper, Gold, Green, Aluminum Gray, Chocolate, Surf Blue.

- **Complete new precision-built light wood Cabinets expertly finished with perfect fit new aluminum castings.**
- **Club Handle and Handle Collar chrome plated.**
- **Heavy brass chrome plated etched Reward Plates, 2/5 or 3/5.**
- **5c-10c-25c chrome Denominator Coin Intake.**
- **Payout Cups with anti-spoon Cup.**
- **Drillproof Plates.**

$50.00

THE NEW Music Box



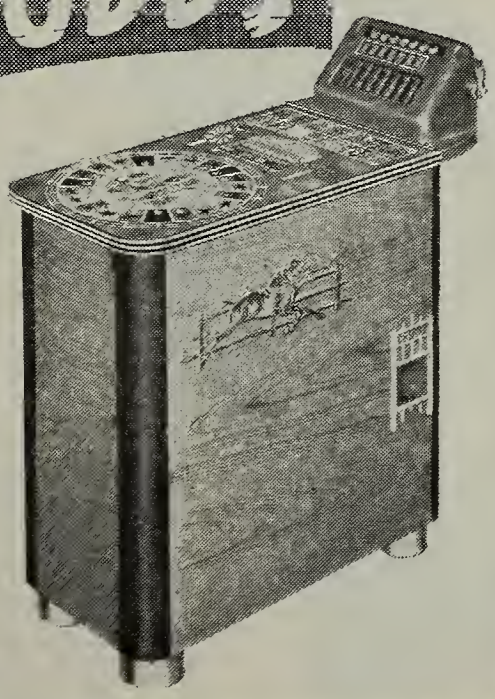
$25.00

Buckley gave Music Operators the FIRST practical and profitable music box at the LOWEST PRICE. Today, Buckley leads the field by offering a NEW music box of advanced design and perfection at a NEW LOW PRICE.

Quality of material and workmanship have not been sacrificed. This sensational low price is the result of economies realized in large quantity production.

The new Buckley Music Box is genuinely chrome plated, with beautiful red dial plates and attractively illuminated. Equipped with positive nationally known slug rejector and double capacity cash box. Complete program of selections always in full view. Buckley's exclusive features of construction, combined with outstanding beauty and eye appeal makes this the outstanding remote control music box . . . equally popular for wall or bar installation.

TRACK ODDS



BUCKLEY TRACK ODDS has long been recognized as the only seven-coin race horse consale that would stand up month after month—year after year—and outearn all other cain machines.

Buckley operators know this to be a fact. Experience has proved that no other machine can even come in a close second from the standpoint of earnings. Every day new operators are finding out that the new BUCKLEY TRACK ODDS are even more profitable to operate than they hoped for.

$1250.00

Buckley Manufacturing Co.

4223 WEST LAKE STREET • • • CHICAGO 24, ILLINOIS

(PHONE: VAN BUREN 6636-37-38-6533)

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A NEW GOTTLIEB
SWEETHEART

COMBINATION HIGH SCORE!
SEQUENCE SCORING!
ACCELERATED ACTION!

Order From Your Distributor Today!

There is No Substitute for Quality

IMPROVED, DELUXE
GRIP SCALE
Consistently Best Since 1927

DAILY RACES
1-Ball Multiple

STILL THE STANDOUT
for ACTION and
EARNINGS!

PAYOUT AND
REPLAY MODELS

CMI
MEMBER

D. GOTTLIEB & CO.

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TWENTY YEARS OF LEADERSHIP

American Distrib. Co. Takes On "Esso" Line

MIAMI BEACH, FLA. — American Distributing Company, thru its officers who are at present in New York City, announce that their firm has been appointed to distribute Esso Manufacturing Company's "Esso Stars" in their territory.

Milty Green and Joe Mangone of American and Jack Semel and Jack Rubin of Esso completed the deal

"This roll down game, with its many interesting playing features has a very good market in the south, and we expect to do a big job for the factory" reports Green.

New Game — Same Old Cigar . . .

OMAHA, NEB.—Hymie Zorinsky, H. S. Vending & Sales Company, this city, photographed with United Manufacturing Company's new pin game "Mexico", while visiting the factory in Chicago

Genco's HONEY

Sweet Profits!

FRANKEL Has 'Em

CMI
MEMBER

FRANKEL DISTRIBUTING COMPANY

Serving the "Heart of America"

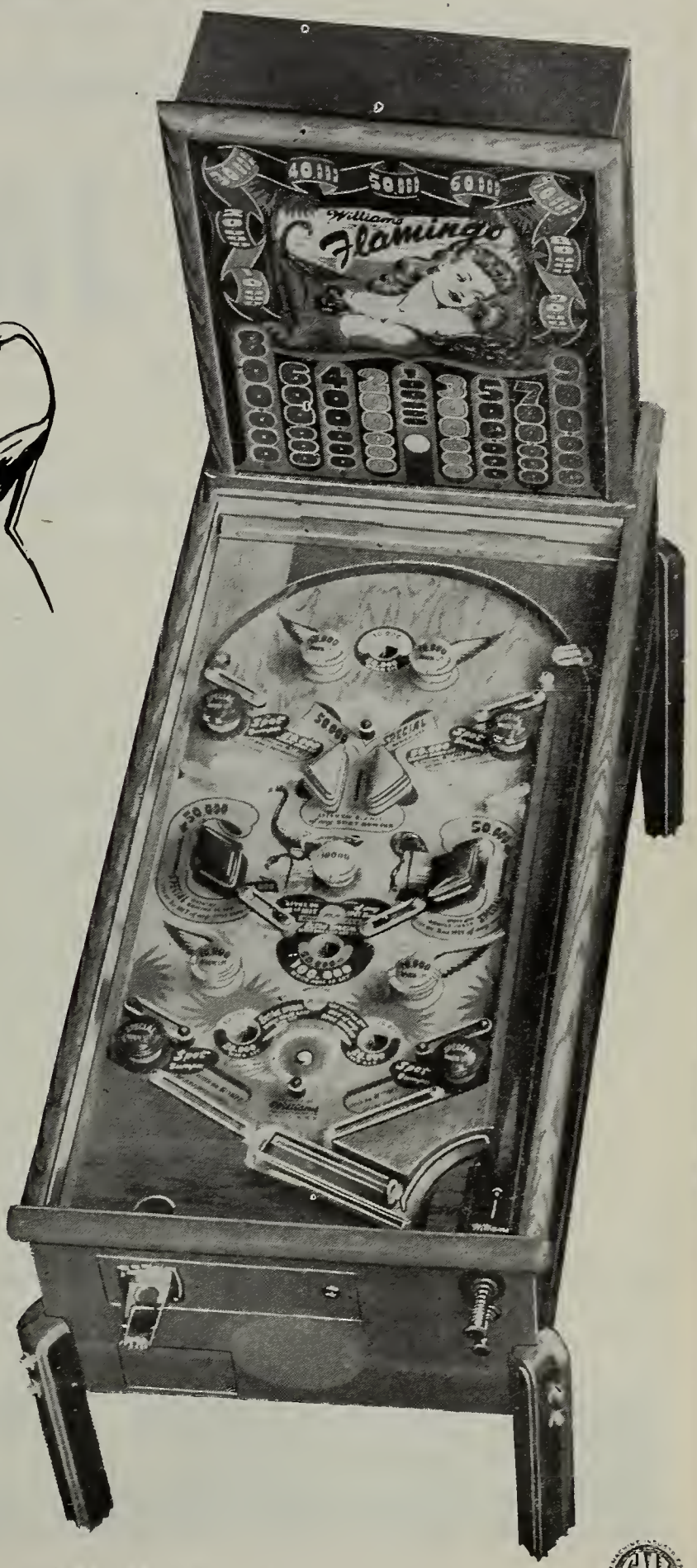
ROCK ISLAND, ILL. — 2532 Fifth Ave. — Phone 153
DES MOINES, IA. — 1220 Grand Ave. — Phone 3-0184
OMAHA, NEBR.—1209 Douglas St.—Phone Atlantic 3407
KANSAS CITY, MO., 3814 Main St., Phone Westport 4456

Williams Flamingo

TRULY THE GREATEST GAME OF THE YEAR

11 WAYS TO WIN

- SPOTEM BUMPERS
- 50,000 BUMPERS
- SPECIAL BUMPERS
- KICK OUT HOLES
- NEW TYPE MAGNETIC ACTION
- *And Other Features Galore!*



Test Locations Report:

"IT'S THE TOP GAME OF THE YEAR"

SHIPPING SOON

THE NEW IMPROVED

ALL STARS

ORDER FROM YOUR DISTRIBUTOR

Williams

MANUFACTURING COMPANY

161 W. HURON STREET

CHICAGO 10, ILL.

MEMBER

GIVE TO THE RUNYON CANCER FUND

MAXIE GREEN

You're Invited....

TO THE

Grand Gala Opening Party

of

Maxie Green's and Vince Marro's

NEW DEAL DISTRIBUTING INC.

764 TENTH AVENUE
NEW YORK CITY

on

THURSDAY, AUG. 21
2 P.M. 'Til 7 P.M.

Come Early — Stay Late — Buffet Refreshments — Broadway Celebrities

Exclusive Distributors
Abbott's "BUCCANEER"
"SKILL WHEEL"

WE BUY and SELL
EVERYTHING
IN COIN MACHINES

Joins P & S Machine Co. As V. P. & Sales Director

LEE S. JONES

CHICAGO — Lee S. Jones, one of America's best known coinmen, this week joined P & S Machine Company, this city, as Executive Vice-President and Director of Sales. P & S Machine Company made quite a reputation during the war as refurnishers of machines, and is now devoting its time and resources to the manufacture of new equipment.

Jones reports that he still retains his interest in the First American Sales, Inc., distributors for H. C. Evans in Illinois, Indiana and Michigan, but leaves active direction to his long time associate, Katherine Lehman. He will devote full time to P & S Machine Company.

From the point of experience, Lee Jones is probably one of the oldest active coinman around. Starting his career in this field in 1904, operating Music Boxes, coin-operated Pianos, and slots (gut pullers), he has been associated with the industry in its many phases right up to the present, with the exception of the war years from 1917 to 1920 and from 1942 to 1944, when he fought and worked for "Uncle Sam". During this time, Jones operated equipment, served as Sales Manager for J. P. Seeburg Piano Co. (1920-25); manufactured coin-operated pianos (Nelson-Wiggen Piano Co.—1926-28); General Sales Manager for J. P. Seeburg Corp. (1929-32); distributor (American Sales Corp. 1933-42); distributor (First American Sales (1945-47). During the years from 1931 to 1940, Jones was the President of the Coin Machine Manufacturers' Association.

Commenting on his new association with P & S Machine Company, Lee states "The members of this firm have all had practical experience in coin operated factories and operating. I have an intimate knowledge of all the distributors. With a combination of our experience and knowledge, this firm should go places."

SENSATIONAL . . .

is the word for Heath's **converted DOUBLE BARRELS,** with the volcanic eruption kicker, skill field eliminated. Entirely new scoring principle makes this a fascinating new and different game that will coin the nickels. Weeks on test locations prove this game to be a real money maker. If you enjoy counting nickels, order a sample today. Only a few at the amazingly low price of **$179.50.**

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SPEED! **ACTION!** **BEAUTY!**

GENCO's honey

NEW EXCLUSIVE FEATURE!

TALLY METER

RECORDS *ALL* PLAYS!

AT NO ADDITIONAL COST!

COIN MACHINE INDUSTRIES, INC. CMI For Your Protection

MEMBER

ORDER FROM YOUR NEAREST DISTRIBUTOR

Genco MANUFACTURING and SALES CO.

2621 NORTH ASHLAND AVE. • CHICAGO 14, ILL.

C M A C OPEN PERMANENT OFFICES IN LOS ANGELES

Bob Morse of C M A C Chicago Office in Charge

ROBERT B. MORSE

LOS ANGELES — As an indication of their faith in the coin machine industry, CMAC (Coin Machine Acceptance Corporation) whose headquarters are in Chicago, have just opened permanent offices here at 3507 West 6th Street and will service the entire Southern California market from these new quarters.

Bob Morse, who came right from the U.S. Army to enter the CMAC organization in Chicago, and who had two years of orientation there, will manage these offices. Morse has been here for sometime now, approximately six months, and has already won a great following among the coinmen thruout this entire area. He worked, those six months, from temporary offices and from his home prior to ascertaining just where the firm should establish permanent offices in this area.

CMAC has their headquarters in Chicago and also have offices in Atlanta, Ga., Dallas, Tex., New Orleans, La. and San Francisco, Calif.

This expansion on their part is viewed by many leaders in the coin machine industry as a definite sign of the great and growing future of the industry. All believe that CMAC will surely point the way to the trade to ever greater achievement and will also be of invaluable aid in helping coin machine men realize a greater future in this industry.

Southern California has already introduced a great many new and unique merchandisers which are clicking with the trade, as well as with the public at large.

Howard Pretzel of the Chicago headquarters of CMAC reported, "There is no doubt in our minds that Southern California bids fair to become one of the real leaders in the vending machine field. Bob Morse advises us that many of the manufacturers here are planning some of the greatest vending machines ever introduced to the industry. Everyone in this area has recognized the great future which faces the automatic merchandiser industry and are planning far ahead in this field to make it the greatest in the business.

"We here, at CMAC," he continued, "have a great many plans for the future which, we believe, are sure to tie right in with the ideas and the programs of the various members of the industry. We feel certain that our Los Angeles quarters, under Bob Morse's direction, will prove of tremendously good value to all in the coin machine industry in this part of the nation."

The Coin Machine Acceptance Corp. haven't as yet released any advance data on their future plans, it is generally believed in this territory that these plans are closely identified with the automatic merchandising as well as the music field and that a great many will find them of very good value to the advancement and growth of their businesses.

"ESSO STARS"

THE NEW SENSATIONALLY *DIFFERENT*

ROLLDOWN GAME

With Floating Rollover Buttons and Continuous, Intriguing Fast Action

MAKING QUANTITY DELIVERIES

Write! Wire! Phone Today!

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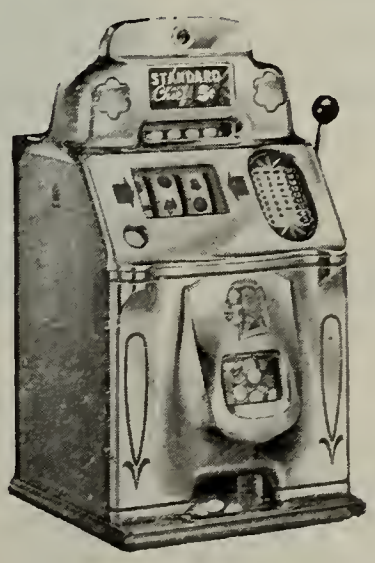
FOR *GETTING* AND *HOLDING* PLAYER-APPEAL

IMMEDIATE DELIVERY!



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CONTACT THE JENNINGS DEALER IN YOUR TERRITORY OR WRITE

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4307-39 WEST LAKE STREET • CHICAGO 24 • ILLINOIS

..... The Leader in the Field for over 40 Years .....

Kitt Donates Miniature Pin Games To Vet's Hospitals

CHICAGO — Gill Kitt, Empire Coin Machine Exchange, this city, hit upon a very practical plan to help out of confinement. He sent them more hospitalized veterans pass their hours than a hundred "Pin-Bo's", a miniature pin game, small enough to be held in the palm of the hand. The game is equipped with a metal plunger, which, when released forces the steel ball over the playing field and which eventually winds up in a numbered pocket.

A letter received by Kitt from the American National Red Cross Service in Veterans Hospitals, Veterans Administration Hospital, Fort Logan, Colorado, and signed by Helen Matson, Field Director, reads:

"We are in receipt of the "Pin-Bo" games which you sent for this hospital through the Arapahoe County Red Cross Chapters. The bed patients are having a wonderful time with them. Especially the T. B. patients, who have very little they can do. Your generosity is very much appreciated. It is gifts such as these which makes life here at the hospital more pleasant for those who have to stay a long time.

According to Jim Mangan, director of CMI Public Relations Bureau, this is one of the many examples of donations of coinmen to hospitals. clubs and youth centers thruout the country, and which brings the industry much favorable comment.

L. A. Amusement Mach. Tax Up From $12 to $24

LOS ANGELES—An ordinance is being prepared here that will increase the license fee from $12 to $24 on all coin-operated amusement machines operating in the unincorporated territory. The Board of Supervisors ordered this ordinance prepared.

County Manager Wayne R. Allen recommended the doubled fee as a measure to cover costs of enforcement by the sheriff's office, it was reported.

The ordinance was ordered prepared on July 29, and operators are waiting to hear when it will go into effect.

Heads New Distrib. Firm In New York

MAXIE GREEN

NEW YORK—Maxie Green, head of New Deal Distributing, Inc., which opens for business here on August 21. (Story on page 33).

A SALE A MINUTE

It's astounding how ZENO is going over wherever it's shown. Sells on sight with its irresistible sales appeal. Order ZENO and you'll make money hand over fist. It's the sensation of the century. ALL THE ACTION OF A FULL SIZE MACHINE

ONLY $5.95

Tax exempt and fully guaranteed.
Exclusive National Distributor

DAVID ROSEN
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PHONE: STEVENSON 2258

MINIATURE SLOT MACHINE

With Precisioned Big Machine Engineering

Automatic action — no coins to insert — REAL slot machine play — only 3 by 3½ inches — transparent plastic case in variety of colors — player can see inside mechanism in action.

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Hotels
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Offices
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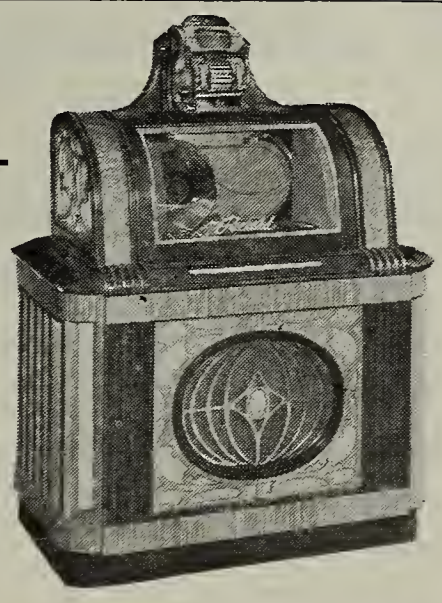
Advertising Promotion Give-Away

DISTRIBUTORS ACT NOW FOR EXCLUSIVE TERRITORY

Operators Inquire Today



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ACTIVE Reconditioned GAMES 'NUFF SAID!

For A Complete List of Specials

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ATTENTION
SLOT OPERATORS!
LIKE NEW — REBUILT SLOTS
MATCHED SETS!

Brown Fronts, 5-10-25....$275.00 Set
Original Chromes H.L.
5-10-25 ..... 350.00 Set
Bonus Bells 5-10-25 ..... 585.00 Set

And a Wide Variety of Assorted Slots — All Types and Makes at BARGAIN PRICES!

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VICTORY SPECIALS . . .
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Bally proudly presents

VIRGIL "CHRIS" CHRISTOPHER

as Bally Regional Distributor for

MARYLAND • DELAWARE • VIRGINIA • PENNSYLVANIA

WITH HEADQUARTERS AT

CHRIS NOVELTY COMPANY

1217 N. CHARLES STREET BALTIMORE 1, MARYLAND

PHONE: VERNON 4223

Chris will go all out to give the operators, jobbers and distributars in his territory the full meosure of co-operation and service that assures each ond every one their maximum profit from the incomporable Bally line.

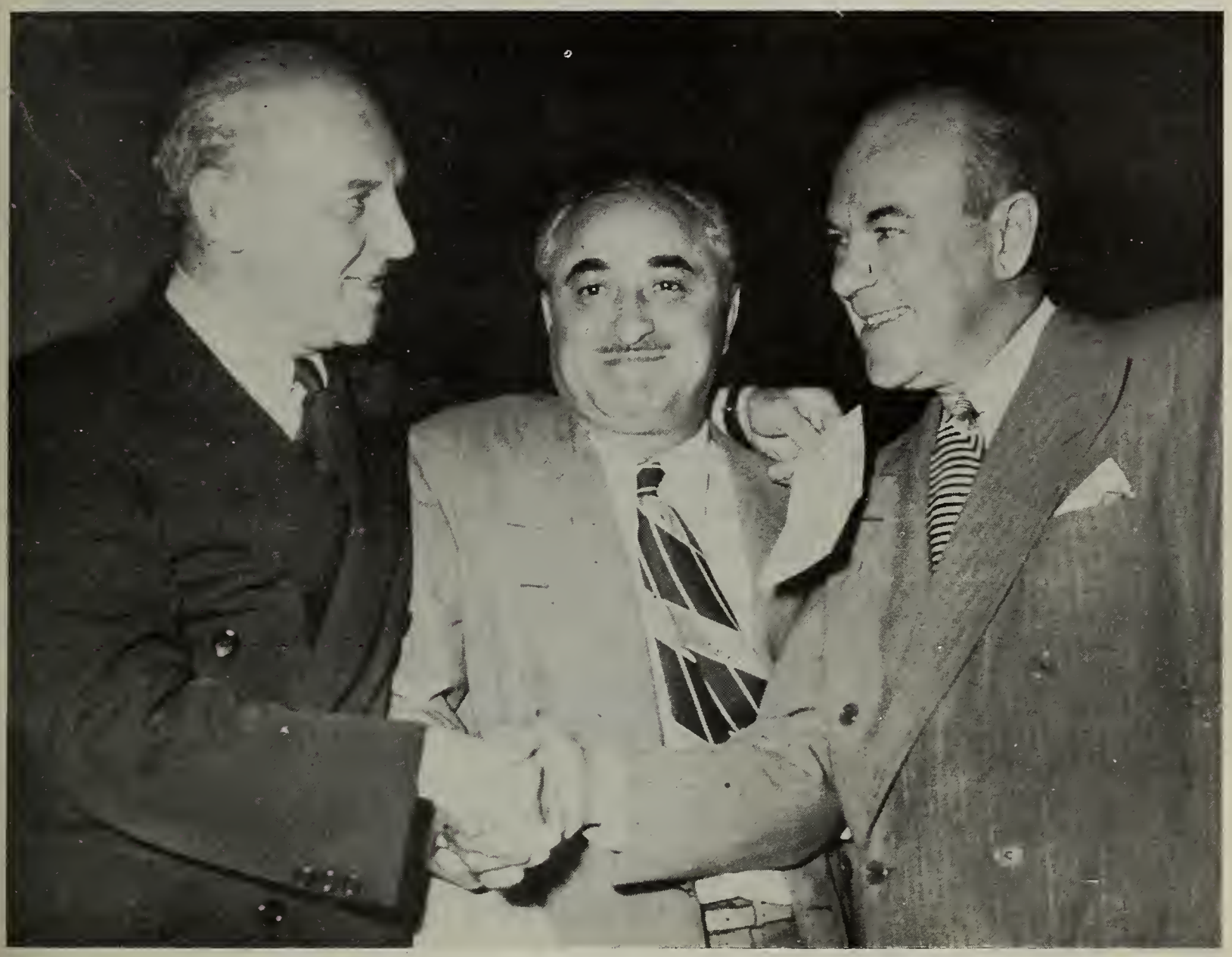
The great Bally galaxy—1-ball multiples—5-ball novelty and free play games—consoles—arcade skill games—the many new developments yet to come—plus Chris' able and whole-hearted co-operatian throughaut the territary—is a combinatian that can't be beat. Get together with Chris and—let's go!

George Jenkins, Vice President and General Sales Manager

BALLY MANUFACTURING COMPANY

CMI GIVES W. W. $20,000

$20,000 Represents Coin Machine Industries First Donation to Damon Runyon Memorial Fund. Presented to Walter Winchell in Chicago by Dave Gottlieb and Ray Moloney.



CHICAGO—On Wednesday, August 13th, Dave Gottlieb, President of Coin Machine Industries, Inc., and Ray Moloney, National Chairman of CMI s Damon Runyon Cancer Fund Committee, presented a preliminary check for $20,000 to Walter Winchell during his stop-over in Chicago from Hollywood to New York. Presentation was made at the Pump Room, Ambassador East Hotel, with James A. Gilmore, Secretary-Manager of the Association, James T. Mangan, Public Relations Director, George Glassgold. New York City, Roy Topper. Herald-American columnist, present.

The $20,000 represented the coin machine industries first donation to the Damon Runyon Cancer Fund. The balance of the total collections during the forthcoming five-months campaign will be presented to Mr. Winchell on the night of January 22nd. 1948, during the Coin Machine Show at the Sherman Hotel, Chicago.

At this time all donations from manufacturers, employees, distributors, operators and locations will be totalled up into one complete sum. "We aim to make that sum" says Dave Gottlieb, CMI President. "the largest sum of money Walter Winchell has yet received from any single source for the Damon Runyon Fund."

Winchell spent two hours with the CMI officials, discussing all the details of the industry's campaign and approving ways and means. Walter said: "Frankly I haven't yet seen such a magnificent plan, worked out to every last detail, to be submitted by any other donor. You fellows at CMI certainly know your business and the whole coin machine fraternity is to be congratulated on its grand spirit and its amazing generosity. To have collected enough donations to total the $20,000 you are giving me today indicates that the industry will undoubtedly achieve Mr. Gottlieb's objective."

Winchell continued: "Up to the present when we have turned Damon Runyon funds over to recognized cancer agencies, the Damon Runyon officials themselves have participated in the presentation. Today I get this idea from you: it will be far better in the future to have all major donors make the presentation direct to the cancer agencies under the direction of the Damon Runyon officers so as to bring the donors and receiver into even closer contact. We will see that this is done when your five months campaign is completed. Please thank all the members of your industry for me for making this tremendous and most useful preliminary donation of $20,000."

Winchell regaled his coin machine friends with accounts of his recent stay in Hollywood, telling many interesting stories, on the human side of the Damon Runyon collections. A brilliant and engaging conversationalist, and a humble and human man withal, he won a permanent place in the hearts of everyone present. "A regular guy all the way through," said Ray Mononey, "it's a pleasure to work for a man so humane, so sincere, and so brilliant." Needless to say the Coin Machine Industry's drive for the Runyon Fund received a tremendous new impetus from this personal meeting with Walter Winchell.

CM1 CIAEZ M.° M.° 250'000

Fishman Nat'l Distrib. For Cigar Vender

JOE FISHMAN

NEWARK, N. J.—Joe Fishman, Seaboard Corporation of New Jersey, this city, announced this week that his firm are national distributors for a new Cigar vending machine. The machine, built to specifications demanded by Fishman, is four columns, with a capacity of 100 cigars.

"Every bit of our experience has been put into the development of this cigar machine" reports Fishman "and after an eight months experimental period, we're now ready to make our announcement to the trade. In addition to the mechanical construction (compact, simple, slug proof mechanism), it has been designed to meet the most modern requirements. We have contracted with a leading manufacturer of cigars for the exclusive use of one of the nation's most popular 10c cigars, and will release complete information in about two to three weeks, when the machines start coming off the production line."

At this time, Fishman is setting up a national sales organization to be ready when the machines are available.

"Music While You Work" Installed In Office

HAWTHORNE, N. J. — 'Music While You Work", a program of recorded music, was introduced by the New Jersey Bell Telephone Company this past week for the benefit of their accounting department. Officials here checked up with several other Bell System companies who have had a music system in effect, and found out that it had the unanimous approval of their employee groups.

The entire idea of recorded music in their plants came into existence during the war when they found it was beneficial to the workers.

Equipment for "Music While You Work" is called a 'Deluxe Jukebox" by the girls in the accounting department, but the actual system is that of a centrally located unit and the music is piped to the various locations over a series of loudspeakers.

With more and more factory, office and professional locations becoming aware of the many benefits derived from music on the premises, coinmen operating this type of equipment are able to expand their present operations and build up a steady income, earning business. In addition, many factory locations have been discovered by music operators who desire a music machine installed on rental, with the operator changing records once a week.

New Bally Distrib. Opens In Baltimore

BALTIMORE, MD. — "Chris" Christopher, this city, announced that his newly organized firm, Chris Novelty Company, with offices at 1217 N. Charles St., has been appointed exclusive Bally distributors for Maryland, Pennsylvania, Virginia, and Delaware.

With many years of distributing experience behind him, Chris goes into this new venture with confidence and knowledge of what the coinmen in his territory needs. Previously, Christopher has been associated with Christopher-Luker Company, Miami, Fla. and traveled that territory distributing Bally machines.

"A complete sales force will cover the territory assigned to this office" states Christopher "and all firms will receive the closest cooperation possible. I will personally visit all firms and coinmen thruout the four states covered by this firm, and they can be assured of the finest service given in this business. We want all coinmen who visit Baltimore to drop in and say hello."

LARGEST SELECTION OF NEW AND USED ROLLDOWN GAMES IN JERSEY

Advance Roll • One World
Total Roll • Super Triangle
Red Ball, Etc.

Write - Wire - Phone For Prices

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MAKE US A REASONABLE OFFER ON
60 UNIT AMI HOSTESS
OR ANY PART OF IT

Envoy, R. C.	$200.00
500 Wurlitzer	169.50
600 Wurlitzer	149.50
700 Wurlitzer	249.50
750 Wurlitzer	325.00
800 Wurlitzer	300.00
850 Wurlitzer	325.00

1/3 Deposit, Bolonce C.O.D.

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3817 N.E. 2d Ave. Miami 37, Flo. Phone 7-7490
49 Riverside Ave. Jacksonville, Flo. Phone 3-3516

SPECIALS!

Exhibit's MYSTERYS	$137.50
United's SEA BREEZES	79.50
Willioms' TORNADOES	137.50
Chicogo Coin's KILROYS	125.00
United's HAVANAS (brand new in original crates)	199.50
Chicogo Coin's SPELLBOUNDS	82.50
Chicago Cain's SUPER SCORES	82.50
Bally's MIDGET RACES	67.50
Gottlieb's BAFFLE CARDS	162.50
Gottlieb's SUPER LINERS	100.00
DOUBLE BARRELS (brand new in originol crates)	77.50
Willioms' TORCHYS (floor sample)	185.00

NEW ORLEANS NOVELTY CO.
115 MAGAZINE STREET
NEW ORLEANS 12, LA. (PHONE: RAymond 7904)

RECONDITIONED
SEEBURG
WIRELESS BOXES

75—5c Wall-O-Matics (WS5Z) 24 Selection at 15.00 each

These wallboxes ready for location. Send 1/3 dep. with order — balance C.O.D. Subject to prior sale.

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The REVOLUTIONARY New
William's
FLAMINGO
Riotous, Furious Action

The SPELLBINDING New
KEENEY'S
CLICK
13 Ways To Score

ORDER DIRECT FROM
SCOTT-CROSSE COMPANY
1423 Spring Garden St., Phila., Pa.

A. M. IS COMING
WATCH FOR IT!

THOUGHTS for THIS WEEK

- You can't fall out of bed if you sleep on the floor.
- The bigger a man's head gets; the easier it is to fill his shoes.
- Three of the most profitoble operotors' mochines ever built: PHOTOMATIC, VOICE-O-GRAPH, ATOMIC BOMBER.

INTERNATIONAL MUTOSCOPE CORPORATION
44-01 ELEVENTH STREET WM. RABKIN, President LONG ISLAND CITY-1, NEW YORK

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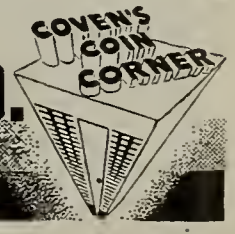

THRU THE COIN CHUTE

CHICAGO CHATTER

It's always a thrill to get into conferences with leaders here for so many of them have such marvelous ideas regarding the future of the coinbiz and also how coinmen can help raise the level of the entire industry. At the same time there are so many, many visitors in town from all divisions of the field, that a very fine cross-section of just what is happening thruout the country can be obtained week by week . . . In talking with George B. Dick, who heads CMAC here, George advised that from reports obtained by his firm ops are once again buying more merchandise. This is verified by leading distribs who are visiting here who also state that they are enjoying a very nice business pickup all down the line . . . Grant Shay over at Bell-O-Matic has done some very good thinking regarding the Damon Runyon Memorial Fund drive and his ideas should be put to work by the industry. Grant has lots of experience in drives of this nature. His work for the Red Cross at the Mills plant resulted in great success.

Ben Coven of Coven Dist. Co. is one man we enjoy talking to about the industry generally. It is Ben's belief that the entire level of the industry can be raised away up if coinmen will adopt the same sort of business tactics which are used by other large industries. Ben should, some day, sit down and put these thoughts on paper. We'd like to publish them. They are sure to benefit everyone connected with the coin machine industry . . . Art Weinand over at Rock-Ola has worked out some plans which are sure to win much praise. . . . Ferdy Parsons of Buckley Mfg. Co. reports he's taking it easy, working only during the daytime . . . Henry Windt, well known Indianapolis op in town. Henry talks about how he shot an 85 after getting a 30 handicap in tournament. . . . Paul Jock of Indianapolis (AMI distrib) also in town and working hard to "build up a biz" he reports . . . Larry Frankel of Frankel Dist. Co. in town for a few days. Larry was on another one of his hurried up trips to Des Moines to attend the showing of the Packard Manhattan Phono at the Savery Hotel. Among the many guests who attended were Senator Capehart and Bob Bleekman who were kept very busy greeting all the Iowa operators and their many friends.

Les Levinson of Illinois Pla-Mor tells us they'll be ready to open their doors any day now. In the meantime Sol Brown salesmanager is keeping busy traveling around visiting with the music ops . . . "Bally" Sally (Goldstein) of Coven Dist. Co. tells us by the time this is in print she will be far away from the work-a-day world and her many coinmen friends. Sally plans to spend a week's vacation at Elkhart Lake, Ind. Ed Wikoff, Coven salesman, is reported to be vacationing in Pa. . . . Ruth Patch, who has just recently been appointed publicity director for Vitacoustic Records talks about Lloyd Garrett's approaching trip to California. Lloyd plans to leave for the coast sometime this week where he will record Leo Diamond, well known soloist of the harmonica. Meanwhile Jack Buckley is still out on the road contacting all of Vitacoustic's distribs thruout the east . . . Gordon Sutton of Illinois Simplex informed us of sad news, that Miss Hanks, his head bookkeeper, lost her Mother this past week. Gordon claims that by the time you read this he will be up in Minnesota with his family. He plans to try his luck at fishing.

Howard Pretzel of CMAC is another coinman away on vacation this week. Howard plans to enjoy a couple of weeks rest . . . Art Weinand of Rock-Ola Mfg. Corp. back from a quick trip to Galion and Cleveland. Art tells us it took him an hour and a half to fly from Cleveland to Chicago and an hour and forty five minutes to get from the airport to his home. Art reports Rock-Ola ready to break with new ideas on the Company Service Training Program. More details later . . . Over at the Bally Mfg. Co. we found George Jenkins back at his desk again after a very nice visit out to the west coast . . . Jimmy (Globe) Johnson and family left last week for an extended tour thruout the south . . . Shirley Corush of Empire Coin in a very bad way last week. Not only is she suffering from a bad sunburn but while shopping in the loop the other day someone shoplifted Shirley's purse. This past week found Gil Kitt and his wife making a quick trip up to Manistee, Mich. to visit with their son who is staying at camp there. With Paul Glazer (also of Empire) vacationing in the east with his wife, Ralph Sheffield returned to the fold and is once again the hard working man.

Congratulations are in order for Bill Perry, well known ad man for C. E. Rose Agency, Bill became the Proud Papa of a baby boy last Monday . . . All kinds of mysterious reports have been coming thru to us about the letter Midge Ryan of all Bell-O-Matic received from the Spanish War Veterans. It seems that Midge has been invited to represent the Illinois Chapter of the Spanish War Vets on their 50th anniversary celebration. We understand that Midge is very curious and very, very anxious to learn the party who is responsible — he promises to get even . . . Chuck Aron and Fred Brount of Aristocrat Records preparing to leave for a tour of the south, the boys plan to take in Kentucky, Alabama and Georgia. Meanwhile Evelyn Aron and Millie Brount are holding down the fort at this end. . . . Harry Williams and his beautiful wife hopped in their plane last Friday and took off for a week-end visit to Philadelphia. Meanwhile Tony Gasparro spends most of his time in his air conditioned office trying to escape the heat, the only trouble being that on one of the hottest days the air conditioning decided not to work. . . . Franklin Kort, salesmanager for Exclusive Records, reported on his way to New York, stopped in town this past week.

George Murdock of M.B.W. in from the west coast . . . Art O'Melia of Hub Enterprises, Baltimore, braved the heat here this past week . . . Sam Mannarino reported making regular trips between Pittsburgh and Chi . . . Milt Salstone of M.S. Dist. preparing for a business trip thruout his territory. Milt tells us all the record distributors are getting ready for a very good season, they expect big things and want to be prepared . . . Leo Lewis of Coin-A-Matic reports his wife Lillian still at home recuperating from her recent operation . . . Nate Gottlieb reports things very quiet over at D. Gottlieb & Co. this past week. Nate tells us it's too hot to work and too hot for visitors, in fact, it's just too hot . . . Gene Bates of Pace Mfg. Co. reports R. M. Sparks of Sparks Specialty Co., Soperton Ga., a recent visitor and very enthused over the new Pace console . . . We hear from Bernie Schutz of Coin Amusement Games that his brother Charlie and his wife expect to become proud parents sometime next month.

H. Gorman of Taran Dist. Co., Jacksonville, Fla., and Dave Simon of Simon Sales, Inc., New York reported to be recent visitors over at United Mfg. Co. Billy DeSelm talks about all the plans that are being made for United's annual shop picnic, for all employees and their families . . . We hear the boys over at Genco are quite enthused about their exclusive new feature, "tally meter" . . . What's this we hear about Ben Coven going swimming with his clothes on? Ben didn't want to talk about it but we finally managed to get the lowdown. While up at Lake Geneva, Wis. Ben proved what a great guy he is by jumping in the water (clothes and all) to save a little girl who might have drowned if he hadn't happened to have been there.

THRU THE COIN CHUTE

EASTERN FLASHES

The blazing hot weather here failed to chase many coinmen out of the city. They're too busy chasing business. Rolldown games continue to get a big play. Operators report some very fine collections, and the jobbers and distributors are dealing and wheeling all day. Music collections have shown some signs of increasing. Operators claim the hot weather draws additional patronage from customers trying to cool off with a beer or long iced drink. With all the optimistic reports, coinmen are looking forward to the fall season, when they will be running full blast.

* * *

Dewitt (Doc) Eaton, formerly of AMI, in town and drops in for a visit. Doc is now manufacturing in Washington, D.C., but will be coming back to the coin machine business soon. Tell the boys, says Doc "I'll be back in harness soon — in some capacity or other. Once a fellow gets the coin machine bug, he never can get out of the business. I may wind up a manufacturer — or a peanut operator, but whatever it is, it'll be a coin machine." . . . Joe Fishman, Seaboard New Jersey Corp., tells us his firm is national distributors for a new Cigar Vending Machine made to his specifications. Production will be running in two to three weeks . . . Max Iskowitz, Maxwell Music Co., runs to the Catskill Mountains to get away from the heat.

* * *

Barney (Shugy) Sugerman and Jack Mitnick, Runyon Sales Company, back home after a successful showing of their "Tel-O-Matic Robot" in the Bismarck Hotel, Chicago; August 4 to 7. Both Runyon executives report greater success than they even hoped for . . . Another local group who returned to the city after a Chicago visit were Bert Lane, Meyer Parkoff, Harry Rosen and Joe Fishman of Atlantic-Seaboard. They came back to a 95 degree heat, but claimed it was a relief after Chicago's 106 . . . Joe Nezi, Noonan Music Co., expecting a blessed event any day now . . . Hymie Roberts, United States Vending Corp., Chicago, in town and spends considerable time with Nat Cohn of Modern Vending Co., local distributor. It won't be long now, reports Roberts . . . Irv Orenstein, Seacoast Distributors, Newark, N. J. (Rock-Ola distributors) back at the grind after a week's visit to his camping children in Cornish, Maine. Irv drove thru Boston, Portland and Old Orchard. "If anybody wants real relaxation, Maine's the place" claims Orenstein.

* * *

Maxie Green and Vince Marro all set to open their new distributing firm, New Deal Distributing, Inc., on Thursday, August 21, with a bang-up party. Buffet refreshments will be available, and Broadway celebrities will be on hand. Green will be remembered as a jobber and distributor prior to the war, with headquarters in upper New York . . . George Ponser and Irving Kaye, Amusement Enterprises, Inc., report that their new rolldown game "Big City" received a very favorable reception by both jobbers and operators when it was displayed on coinrow . . . Nat Cohn, Modern Music Sales Corp., back in the office after a two week vacation. Nat took his family on a boat trip, going as far as Montreal, Canada. He piloted the boat by himself, and is proud of his accomplishment, as he's been running the boat for only about a month. Now that Cohn's been playing around with boats, he claims that his present cruiser is too small, and is going in for a larger one. Before you know it, he'll be doing a "Rubinow" — going to a school and studying navigation. Okay, Admiral Cohn?

* * *

Harry Pearl, Seacoast Distributors, returns from a two week vacation in Maine, and will be ready with an important announcement to the trade within a week or so . . . Morris Wurtzel, C & S Music, proudly announced the arrival of his third daughter last week . . . Tony (Rex) DiRenzo (Manhattan Phonograph Company) sweating it out, but can't get away from the heat because of the great deal of interest operators are showing in Aireon's "Bombshell" . . . Anthony Zupole, A & Z Music Company, buys a home out in Long Island . . . Sidney H. Levine attorney for the Automatic Music Operators Ass'n., runs up to Boston for biz, but it won't be for long, claims Sid. "I'm taking a nice long vacation very soon" reports Sid . . . Fred Blazer, General Amusement Co., Kankakee, Ill. visiting his many friends in the city. Fred operated here quite some years ago.

* * *

With the date for the annual banquet of the Automatic Music Operators Association set for October 18 in the Main Ballroom of the Waldorf, Barney Schlang, business manager, is spending considerable time lining up those ads for the journal . . . Jack Semel and Jack Rubin of Esso Manufacturing Corp., Hoboken, N. J., inform us that American Distributing Co., Miami Beach, Fla. has been appointed distributors for their "Esso Stars". Both Milty Green and Joe Mangone of American are in New York at this time, but Mangone leaves for home this week end. Joe will stop off at Jacksonville for a few days, then back to what he calls "cool Miami" . . . Leslie Boyd, Ace Distributing Co., back in the city after a 2½ month vacation. When the heat hit him, Boyd moaned that he cut his vacation too short.

* * *

Dave Rosen, Philadelphia, Pa., introduces a miniature bell "Zeno", which fits in the palm of the hand. No coin slot, but same action as all bells . . . "Chris" Christopher, announces his appointment as exclusive Bally distributor for Maryland, Pennsylvania, Virginia and Delaware. New firm is Chris Novelty Company, and is located at 1217 N. Charles Street. Entire territory will be personally covered by Chris or his salesmen . . . Ben Becker, Tri-State Sales Company and Pioneer Distributing Company (Bally distributors) once again away on the road contacting all his customers . . . Julius Malich, Delsex Amusement Company, buys himeslf a bungelow at Atlantic Beach, L. I., to escape the city's heat . . . Phil Mason, Dave Lowy & Company, away for a short rest, now that Dave has returned from his vacation.

THRU THE COIN CHUTE

CALIFORNIA CLIPPINGS

Dropped around to see Paul Laymon and found him busier than the proverbial one-armed paper hanger. Lucille Laymon is home sick with a bad cold and touch of flu (in this heat wave) and sales-manager Eddie Wilks off on a two weeks vacation. Paul selling lots of the new Bally Eureka and, in the midst of all this, writing letters and making calls to all the local coinmen to get their checks in for the Damon Runyon Cancer drive. . . . Lyn Brown busy as a beaver and on his toes looking for the next deal. Lyn's place is getting to be quite the spot for many ops. Lyn tells me that he is now shipping all his games via the famed "Flying Tigers" . . . Looked in at Irving Bromberg and saw Irv and Hermie Cohen really going to town in a big stakes gin game. From the worried look on Bromberg's face, and the happy look on Hermie's, it looked like Hermie was in . . .

Some shifting around going on over at Pantages Maestro. J. Harry Snodgrass is coming in as Secretary, Treasurer and will take over the management of the Hollywood factory. "Hum" Brokamp will handle outside sales and contact work. The switch to take place about August 15th. The plant is in full production of Wired Music Units. Brokamp leaves for a two weeks vacation to do some salmon fishing this month then off on a tour of the country calling on coinmen . . . George Oliver, Capitol Records, has just purchased a new home and is in the process of moving which makes it hard to catch him in these days. Doris Vandergrift, Oliver's secretary, off on a vacation . . .

Ray Powers, E. T. Mape Distributing Co., is one hombre who is really champing at the bit, Ray has been on edge these past few weeks waiting for the word that would permit him to release a long awaited announcement on the new phono the firm will exclusively handle. Part of the equipment has arrived with the remainder still on the way. Ray is planning on a "stupendous and colossal showing" with a big time promised to all ops attending. The big showing will be held sometime in early September. An elaborate announcement will be made soon. . . . Leo Mesner of Aladdin Records takes off for a weeks trip to the Bay City to scout the record field in that territory. Leo promises a big program of advertising of great interest to ops next month.

Exclusive Records are expanding and spreading out in many directions according to announcement made by Leon Rene president of the firm. The firm opens its New York offices on September 1st and will be located at 541-543 Avenue of the Americas. This office will be managed by Parker Prescott. The area covered by this office will include New York, New Jersey and all the New England States. N. Y. office will ship to all east coast distributors. . . . Ben Pollock, former well known band leader and owner of the Jewel Record Company, has been named as General Manager for the Black and White Record Company, according to President Paul Reiner. Pollock will handle all internal matters while Reiner will devote most of his time out of the city looking after the firm's biz . . .

Charlie Fulcher at Mills Sales rushing out the door in one hell of a big hurry heading for the airport to meet Harry Farnow, well known Las Vegas op. Charlie expects Harry to take home lots of the Mills equipment . . . Jack Simon of Sicking telling me how he licl. d his ulcers. Jack says the thing to do is eat lots of good Kosher corned beef and sour pickles with plenty of soda pop. Then send for a stomach pump. Jack tells me that things are holding steady and that he looks forward to a big pick-up this fall . . . Johnny Nelson, Inglewood, is not too worried about collections these days. Johnny took the missus off on a ten day flying trip to Alaska . . . Had nice visit with Charlie Pittello of the Philharmonic Trio currently recording for Capitol Records. The boys plan on a series of personal appearance tours and then a long session of recording new tunes . . . Fred Gaunt has been spending lots of his time out in the territory calling on ops and talking over their problems, giving them some very helpful advice. Fred tells me that the new Buckley Track Odds is being

W. E. Happel of Badger leaves shortly for the very well received in this area and invites the ops over to the General Music for a look see.
Rock-Ola Service Training Program at the factory in Chicago. The school lasts five days. Happel will enjoy a bit of Chicago night life, as he plans on staying at the Sherman Hotel. The firm plans on conducting a service school for operators and service men one night a week for five weeks this fall. . . . The Southern California Automatic Music Ops Assn. held a membership meeting here this past week at the Embassy Auditorium on Grand Ave. A large number of ops attended this meeting which was highlited by a nice talk by Managing Director E. Jay Bullock. Much discussion centered around the new plan for the distribution of records to members . . . Bill Wolf is still on the move having recently gone off to visit his northern office. Bill is due back this week with lots of news.

Len Micon of Pacific Coast Distribs has just received word that the Genco factory has shipped him a nice order of their new "Honey". According to reports the machine is just that . . . Jack Gutshall is off again on one of his numerous fishing trips, this time it's up around Big Bear Lake. We will be listening for some tall fish stories when Jack gets back. . . . M. C. (Bill) Williams wonders how we found out where he spends his afternoons these hot days. From what I observed Bill has been making some nice deliveries of the new Williams "All Stars". It's a fascinating game . . . Braving the heat this past week, the following ops came to town and did some nice shopping along coinrow; Barney Smith, Long Beach; R. M. Joseph, Reseda; R. F. Gallagher, Santa Ana; Wayne Thrift, West Los Angeles; Bernie Knott, Alhambra; Kenny Hoar, El Monte; Wm. Brong, El Monte; Peter Romeo, Glendale; Ben Korte, Glendale; Earl Beatty, Temple City; Robert Morisco, Parlier; John Hopkinson, Ontario. . . . Things are really humming over at the Allite Manufacturing Company. The production department has been fighting like the devil to catch up with the backlog of orders. We hear that the ops in the field really go for this new bowling game which has been doing plenty good on location, according to Bill Schrader, President of the firm.

THRU THE COIN CHUTE

MIAMI, FLA.

By IRV MANDELL

Because of deadline necessities we will be unable to give a full report on the Filben Mirrocle Music showing at Sam Getlin and Max Becker's Sunshine Coin Machine Co. until the next edition but from all indications it will be a bang-up affair. William Zogg, "Red" Zogg's son is coming down from Chicago to help handle the show and over 400 operators from Florida and Georgia have been invited to attend.

Many of the other local distributors will be on hand to see how the show goes over. If it turns out to be the terrific deal promised, many other shows will follow. The Miami area is becoming more convention minded each year and there is every facility for a big show. During the summer months most of the visitors are from the south-eastern states and it would be a great promotion stunt to start an indusry-wide show down here a least once a year.

Jack Lovelady (Automatic Music Co.) is getting all his equipment in top shape for the coming winter rush . . . Willie Blatt of Supreme Distributors, Inc. is trying to get a few of the Genco machines the hard way. He plays "gin" with Meyer Gensburg every afternoon. Meyer is down here for a brief vacation with his wife. They are staying at the Shelborne.

Johnny Christopher heading back down south has stopped in Baltimore where he will open an office, Chris Novelty Co. Dwight Luker reports. Dwight is keeping busy answering mail from North Carolina where most of his operators are at this time of the year . . . Bill Frey working with a short crew thru the summer months and reports that things are really popping.

Sadie Ashe is keeping things rolling at Modern Vending Co. while Irv Sommer is in New York. Miss Ashe will leave for a short vacation next week . . . Murry Blaine and Morris Marder of Melody Music Co. report that there are good indications of an earlier season than usual this year.

Murray Morris is plenty busy over at American Dist., but Joe Mangone will be back next week to take over some of the load. Murray reports that he is expecting a large shipment of Packard "Manhattans" in a day or so . . . Most of the ops down here cooperating with the Damon Runyon Cancer Drive.

Sam Taran just back from his vacation home in Minnesota. Found plenty of action waiting for him on his return. First sale was 100 Wurlitzers to Papa Cox in Palm Beach. Taran is getting his boat in shape and will do some tall entertaining in the near future.

ST. LOUIS

By BERT MERRILL

Main topic of discussion in St. Louis for the last week is the weather. Like everyone else, the local distributors and ops are talking about it whether they can do anything about it or not. After almost a week of temperatures over 100 degrees, all were given the rather dubious pleasure of hearing that the 98 degree temperature of last Sunday made St. Louis the coolest spot in the mid-west.

Soft drink ops in the district seem more than happy over the weather. Reports of increased business range from 15 to 35 percent over the cooler periods in June and July. Ops having pin ball and phonograph routes also reported increases as people sought relief in their favorite bistro.

Lou Morris is beating the heat in a air-conditioned room over-looking Lake Michigan in Chicago. Lou expects the vacation to last about a month. Mitch Mitchell, also of Morris Novelty Company, just returned from a vacation in the cooling lake breezes of Chicago.

Del Veatch, VP Distributing Company, reports that phonograph sales have been holding their own despite the tendency of some out of town ops to stay in their cool offices instead of taking that long trip to the city. Running at full speed is the service shop of VP. Del now has 11 mechanics going at full speed trying to keep up with flood of repair orders. Five of the VP mechanics are ex GI's learning the business from the ground floor up. "In fact," Del stated, I could use three or four more men, if I could find some who are experienced.

Dave Burns, salesman for the VP firm, has been down in the blue grass country of Louisville, Kentucky, for the last two weeks drumming up business

The most popular spot in Olive Novelty is the reception room, which contains a reasonable facsimile of an air cooling system. All that Ben Axelrod could say, was, "It's hot."

Bess Bush, owner of that voice that says, "Star Novelty Company," will be married Satuday, August 16. According to Bess, the reception will include all that can be desired in free drinks and food except one thing, "No borsch."

At last the mystery about the flying saucers has been cleared up in the St. Louis area. John Gazzoli, Star Novelty Company, has a couple of phonographs that have been flinging records to the four winds. John claims he withheld the information until now, because he didn't want to disillusion the people holding to the "Men from Mars" theory.

Ed Randolph, who has been home sick on a combination sick-leave and vacation, is back at Ideal Novelty taking some of the load off of Carl Trippe's shoulders. Carl is off on a three day phonograph selling trip through northern Illinois.

That new Oldsmobile sitting in front of Ideal is the proud possession of Jimmy Oppenlander, bookkeeper of the firm.

Out of town ops who braved the boiling sun on buying trips included: Jack Bunn, Mascoutah, Illinois; Karl Willford, Mt. Vernon, Illinois; Eugene Cotter, West Frankford, Illinois; Curley Cabetta, Taylor Springs, Illinois; Elmer Berding, Union Novelty, Union, Missouri and Fred Vocher, Festus, Missouri.

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THE CASH BOX

381 FOURTH AVENUE

NEW YORK (16), N. Y.

ALL FOR $1

ALL YOU CAN WRITE ON THIS CARD—WHATEVER YOU HAVE FOR SALE OR WANT TO BUY—WILL APPEAR IN NEXT WEEK'S ISSUE — CLASSIFIED SECTION.

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THE CASH BOX

CLASSIFIED ADVERTISING SECTION

COIN MACHINE MART

CLASSIFIED AD RATE: $1.00 PER ISSUE

for all subscribers. Maximum space 5 Lines. All ads over 5 Lines—add 50c per Line.

FREE AD EACH WEEK for all $48.00 per Year Subscribers, Maximum Space 5 full Lines.

50c per Line for Non-Subscribers, Minimum Ad 2 Lines.

ALL ADS — CASH WITH ORDER

WANT

WANT – Wurlitzer motors; Rockola motors; Seeburg motors. IDEAL NOVELTY CO., 2823 LOCUST ST., ST. LOUIS 3, MO.

WANT – Will buy any quantity used slot machines, all makes and models. Also, NEW Pace Chrome Deluxe Slots 5¢-10¢-25¢ & $1. Quote your lowest prices in first letter. All machines must be in first class condition. Will buy Bally Draw Bells, Bally Triple Bells, Keeney Bonus Bells, Single Doubles and 3 Ways. AUTOMATIC GAMES CO., 2858 W. PICO BLVD., LOS ANGELES 6, CALIF.

WANT – We want music. New or old. Cash or trade for latest 5 ball releases. TRADING POST, SILENT SALES CO., SILENT SALES BLDG., 200 – 11th AVE. SO., MINNEAPOLIS 15, MINN.

WANT–Keeney Bonus Super Bells 5-25¢ & 5-10-25¢; Bally Triple Bells; Mutoscope Fan Front & Red Top Diggers; Rock-Ola Playmasters; Orig. Brown Fronts; Chromes and Black Cherry slots. Quote best prices, quantity and condition in first letter. M. A. POLLARD CO., 725 LARKIN ST., SAN FRANCISCO 9, CALIF. Tel.: ORdway 3070.

WANT – Seeburg 8800 R.C. Please quote prices. ROYAL MUSIC CO., 10 PARK ST., WEBSTER, MASS. Tel: 649-R

WANT – DuGrenier "S" Model Cigarette Machines. L & H VENDING, 4807 FOSTER AVE., BROOKLYN. N. Y.

WANT – We want to do business with you. Contact us for lowest market prices on all your needs. Complete stock of new and used equipment. TWIN PORT SALES CO., 2029 S. WASHINGTON AVE., MINNEAPOLIS, MINN.

WANT – A $74.50 new Vest Pocket Bell is yours for $25. and one Mills Escalator, Yellow-Blue-Brown Front or Cherry Bell. Machine must be in running condition. Trading Post, Dept. A. Authorized Mills and Keeney Distributors. Established 1905. SILENT SALES CO., SILENT SALES BLDG., 200 - 11th AVE. SO., MINNEAPOLIS 15, MINN.

WANT – Used Bally Special Entrys F.P. and used Kilroy F.P. Quote Price. HACOLA CO., 265 FRANKLIN ST., BUFFALO 2, N. Y.

WANT – Wurl. & Seeb. 30 wire Hideaway Units complete 20's & 24's; Wurl. 1015's, 850's, 950's & 750E's; Seeb. 1-46S, 1-46M, Hi-Tone, Envoy, etc.; R. O. 1422; used Packard Wall Boxes; Packard & Buckley 30-wire Adaptors for Wurl., Seeb., Mills and R. O.; Mills, Jenn. & Pace F. P. Mint Vendors; Post-war Photomatic; Late 5 & 1 Ball F. P. Games; used Evans Ten Strike; used Genco Whizz; Bally Line-A-Line; Metal Typers; Scales, etc.; Converters 110 DC to 110 AC, 110 V. 25 cycle to 110 V 60 cycle; Generators 60 cycle; all types of 25 cycle Motors, 25 cycle Flyer Motors all models. Transformers, Gears, Amplifiers, etc. THE ST. THOMAS COIN SALES LTD., ST. THOMAS, ONT., CAN.

WANT – Late Model 1946-1947 Phonographs, Aireon, Wurlitzer, Rock-Ola, Seeburg, AMI. State Lowest Price and Conditions in first letter. GENERAL MUSIC COMPANY, 2277 W. PICO BLVD., LOS ANGELES 6, CALIF.

WANT – Scales, all makes, large and small types. Give name, model and condition of machine and number ready to sell. Give Cash Price. RONALD CLARK, 3200 FLORENCE AVE., APT. ONE, LOS ANGELES 43, CALIF.

WANT – New and Used 5 ball pin tables, Chicago Goalee and Basketballs. Give names, conditions and best low prices in first letter. Jobbers and Dist. of Coin Machines. STANLEY AMUSEMENT CO., 1534 COMMERCE ST., TACOMA WASHINGTON. Tel: MAin 3731

WANT – Will buy for cash – new or used phonographs, floor and basement models. Must be in good condition for resale. No junk please! Authorized Mills and Keeney Distributors. Established 1905. SILENT SALES CO., SILENT SALES BLDG., 200 - 11th AVE. SO., MINNEAPOLIS, 15, MINN.

WANT – We want you to know we will trade latest five ball free play releases for equipment you can't use. Prefer Mills Bells, Keeney Bonus Super Bells, phonographs, Bally Draw Bells, Victory Special, Special Entry. Sweeten your route with new five ball money makers. Authorized Mills and Keeney Distributors. Established 1905. Trade with safety at the TRADING POST, DEPT. A, SILENT SALES CO., SILENT SALES BLDG., 200 - 11th AVE. SO., MINNEAPOLIS 15, MINN.

*Please mention **THE CASH BOX** when answering ads—it proves you're a real coin machine man!*

THE CASH BOX COIN MACHINE MART

CLASSIFIED ADVERTISING SECTION

WANT

WANT – All late model phonographs for Export Trade. 1946 Wurlitzers, 1946 Seeburgs, 1946 AMI and 1946 Rock-Olas. State quantity and lowest cash price. Will send deposit. Balance Sight Draft through our bank. BADGER SALES CO., INC., 2251 W. PICO BLVD., LOS ANGELES 6, CALIF. Tel: Drexel 4326.

WANT – Will buy new or used Advance Rolls. Also Chicago Coin Basketballs. State lowest price and condition. SEIDEL COIN MACHINE SALES, 458 W. 47th ST., N. Y. C. Tel: PLaza 9-1380.

WANT – We will buy Mills original escalator machines, no rebuilts. Liberal trade allowance on Vest Pockets, Black Cherry Bells in all denominations. Authorized Mills and Keeney Distributors. Established 1905. SILENT SALES CO., SILENT SALES BLDG., 200 - 11th AVE. SO., MINNEAPOLIS 15, MINN.

WANT – 5 Ball Free Play Pin Tables. All machines must be A-1 in appearance and mechanically. State condition and lowest price in first letter or wire. Distributors - Send Jobbers Prices. JOE E. FLOYD, 513 TAYLOR ST., ANDERSON, S. C.

WANT – 5 Ball F.P.G. Tornado, Cyclone, Dynamite, Amber, Showgirl, Miss America, Spellbound, Superscore, Kilroy, Fiesta, Crossfire. Games must be in A-1 condition for re-sale. State quantity and lowest price in first letter. Will pay $100. ea. for Seeburg Vogues. NOBRO NOVELTY CO., 369 ELLIST ST., SAN FRANCISCO 2, CALIF. Tel: TUxedo 4976

WANT – We want your business. We handle Phonographs, Games, Consoles. Write - Wire - Phone. EMPIRE STATES DISTRIBUTORS, INC., 220 SOUTH UNION AVE., PUEBLO, COLO. Tel: 8152

FOR SALE

FOR SALE – New Wamco Location model Pokerino per ad in Cash Box of July 28th, page 40. A real roll down game. Many locations doing over hundred per week. We are pace setters in Quality and Price. Have built thousands of machines in past 15 years. We are going to give the industry their moneys worth - Watch Us. WESTERN AMUSEMENT MACHINES CO., 2236 FEDERAL AVE., WEST LOS ANGELES, CALIF. Tel: Arizona 39384

FOR SALE – Keeney combination free play and payout One Ball. Long life for Keeney's quality machines. Big Parlay, slightly used $250.; a few new Big Parlays, still in original crates, regularly $600. Less than distributors price. Save with safety from an authorized Mills and Keeney Distributor. Established 1905. SILENT SALES CO., SILENT SALES BLDG., 200 - 11th AVE. SO., MINNEAPOLIS 15, MINN.

FOR SALE – 10 Station, slightly used Automatic Hostess Unit complete, to be used as a second or third unit. Also 4000 good, used records. Good price on all. AUTOMATIC PHONOGRAPH CO., 105 E. RICHMOND, PEORIA 4, ILL.

FOR SALE – 1 Kilroy $165.; 1 Big League (Bally) $115.; 2 Double Barrels A-1 $95. ea.; 3 Surf Queens, clean $95. ea.; 1 Evans Winterbook Bangtails (write); 2 Wurlitzer Counter Model 61 $75. ea.; 3 A.B.T. Challenger, like new $27.50 ea.; 1 Gottlieb Gripper A-1 $22.50; 1 - 1946 Jennings Standard Chief (Chrome) like new (write). AUTOMATIC AMUSEMENT CO., 1000 PENNSYLVANIA ST., EVANSVILLE 10, IND.

FOR SALE – We have resumed our pre-war policy of junking old non-profitable machines. We specialize in 100 per cent money makers. Only the best new or used Mills Bells, Keeney Consoles, Free-Play and Pay-out Pinballs. Save with Safety. You'll get the best deal whether you buy, sell or trade. Factory Distributors. Established 1905. SILENT SALES CO., SILENT SALES BLDG., 200 – 11th AVE. SO., MINNEAPOLIS 15, MINN.

FOR SALE – 25 Model 80 Kirk Astrology Scales $169.50 ea. THE VENDING MACHINE CO., 205-215 FRANKLIN ST., FAYETTEVILLE, N. C. Tel: 3171.

FOR SALE – Northwest Operators. Don't buy Five (5) ball pin games until you see the new Honey, Click and Carousel. Get our prices and liberal trade allowance on your Five (5) ball and one (1) ball Games. Save with Safety. Factory Distributors. Established 1905. SILENT SALES CO., SILENT SALES BLDG., 200 – 11th AVE. SO., MINNEAPOLIS 15, MINN.

FOR SALE – Reconditioned Pingames: Big Time; Big League; Progress; Rocket (brand new); Fox Hunt; Gobs; Snappy '41; Hi-Hat; Jungle; Drum Major; Twin Six; Opportunity (revamp). All in A-1 condition, ready for location. Make best offer for any or all. H. M. BRANSON DISTRIBUTING CO., 516 SO. 2nd ST., LOUISVILLE 2, KY. Tel: Wabash 1501

FOR SALE – Big Hit $125.; Superliner $125.; Spellbound $135.; Miss America $175.: 5-10-20 $45.; Step Up $145.; Midget Racer $125.; Frisco $99.50; Four Aces $45.; Bombardier $45.; Argentine $35.; '41 Major $35.; Laura $65.; Knockout $50.; Hi-Hat $35.; Spot Pool $35.: Wildfire $25.: Defense $25. CENTRAL COIN MACHINE CO., 482 CENTRAL AVE., ROCHESTER 5, N. Y.

FOR SALE – Honey; Click; Marjorie; Mexico; Playboy; Carousel; Ranger; Ballyhoo. Write for prices. LEHIGH SPECIALTY CO., 1407 W. MONTGOMERY AVE., PHILA. 21, PA. Tel: Pop. 3299

THE CASH BOX COIN MACHINE MART

CLASSIFIED ADVERTISING SECTION

FOR SALE

FOR SALE – To all regulation and miniature Billiard Room Operators. We have been in the Billiard Supply business for a quarter of a century. We don't carry inferior goods. Our Rubberized, reinforced with smooth canvas back, Grade A Table Cloth (sample furnished) 4 x 8 $20.50. Wide enough to gain two cushion covers. 4½ x 9 $23.75. Positively 15% savings. Genuine synthetic German ivoryite cue balls, size 2¼ inches. The livest position ball ever molded $4.65. For further information, write. Four prong Canadian maple shaft plastic ferrels, tipped with rubber bumpers $31.50 per doz. net. 12% saving. Genuine chrome through and through. Assorted tips $2.50 per hundred. We have 3 – 4x8 slightly used 6 legged slate top slot tables (pearl design). Our make and trap, positively bug proof. This table sold new for $565. Write for price, booklet and picture. DIXIE VENDING MACHINE CO., P. O. BOX 187, ANNISTON, ALA.

FOR SALE – Now making delivery of KILROY, Chicago Coin Machine Co.'s new sensational 5 Ball Game; Chicago Coin Machine Co. New Basketball Champ, a real Hit. Our new and latest release will be STRIKES & SPARES. Delivery soon. BAUM DIST. CO., 2332 LOCUST ST., ST. LOUIS 3, MO.

FOR SALE – Chicago Coin's Basketball Champ (like brand new) write; Western Pokerinos (used) $195.; Watling Slots (used 1 week) 5¢ $155., 10¢ $165., 25¢ $185.; Gray Front 5¢, reconditioned $85.; Blue Front $85.; Pace 10¢ chrome slug proof $80.; Jennings 4 Star Chief $75.; Daval Free Play counter game $45.; Daval Skill Thrill $47.50; Smiley $10.; Tally Roll $150. GENERAL MUSIC CO., 2377 W. PICO BLVD., LOS ANGELES 6, CALIF.

FOR SALE – Total Roll $240.; Rol-A-Score (write); Super Triangle $185.; Jack Rabbit $175.; Tally Roll $160.; Lite League $125.; 14 ft. Genco Bankroll $75.; Chicoin Hockey $50.; Rapid Fire $40.; Superliner $125.; Laura $50.; Grand Canyon $40.; Super Score $135.; Baffle Card $145. MOHAWK SKILL GAMES CO., 86 SNOWDEN AVE., SCHENECTADY 4, N. Y.

FOR SALE – 30 Race Horse Mach., $150. ea.; 50 One Ball Mach., Sport King, Longshots, and Kentuckys, $39.50 ea.; Used slots, Mills, Jennings. Write, MONROE NOVELTY CO., 320 ERIE ST., TOLEDO, OHIO

FOR SALE – $25.00 and up Mills, Jennings, Watling Slots in 5-10-25¢ A-1 operating condition; 5 Ball Free Plays; 1-ball P. O. games Mills Panoram $325. Send for list. MITCHELL NOVELTY CO., 1629 WEST MITCHELL ST., MILWAUKEE 4, WISC. Tel.: MItchell 3254.

FOR SALE – Brand new Packard model 1200 "Orchid" Speakers $100. ea.; brand new Packard Model 900 "Rose" Speakers $37.50 ea. OVERLAND MUSIC SERVICE, 9927 PALLARDY LANE, OVERLAND 21, MO.

FOR SALE – Sacrifice complete manufacturing set up for Knee-Action Stop Levers Conversion, including Dies, Material and quantity Fabricated Parts at one-fourth the original cost. Full information and inventory upon request. Liberal discount on large stock new and used slot parts. COLEMAN NOVELTY CO., 1025 FIFTH AVE., ROCKFORD, ILL. Tel: M. 1323

FOR SALE – Wurlitzer skee ball machines, Refinished. Ready to be placed on location. No work need be applied to these machines. CURTIS COIN MACHINE CO., 3033 HAMILTON, DETROIT 1, MICHIGAN

FOR SALE – Territory closed. Keeney 3-way Bonus Super Bells; like new $995. ea.; Evans Bangtails, comb., used 2 wks. only, can't be told from new $645. ea. 1/3 deposit, balance C.O.D. M. A. POLLARD CO., 725 LARKIN ST., SAN FRANCISCO 9, CALIF

FOR SALE – Two 1946 models Evans Bangtails, priced right; Wurl. Twin 12 Hideaway with 5 Buckley Wall Boxes $125.; 6 Northwestern Penny Merchandisers and 22–No. 33 Peanut Venders. Lot of 28 machines $165.; Seeburg Hideaway and 5 Wall-O-Matics, write. COLEMAN NOVELTY CO., 1025 FIFTH AVE., ROCKFORD, ILL. Tel: Main 1323

FOR SALE – 10 Panorams, clean, perfect condition mechanically, excellent outward appearance. These Panorams were used in our own Arcade $199.50 ea. 1/3 deposit with order, balance C.O.D. ADVANCE AUTOMATIC SALES CO., 1350 HOWARD ST., SAN FRANCISCO 3, CALIF.

FOR SALE – The hottest money maker since the Victory Derby – "Bang-A-Fitty", the only game that enjoys a money back guarantee proposition. Pays for itself in 40 to 90 days. Our Summer Sale is well under way. Good selection of 5 balls; Phonographs; Arcade Machines. Ask us for the best – At the Midwest. MIDWEST COIN MACHINE CORP., 777 UNIVERSITY AVE., ST. PAUL 4, MINN.

FOR SALE – Bargains in New Orleans Novelty Company's famous used games: Chicago Coin Spellbounds $87.50; Chicago Coin Super Scores $87.50; Chicago Coin Kilroys $130.; Williams Tornadoes $147.50; Console Bases for 5-ball games $12.50 ea.; Mysterys $140. NEW ORLEANS NOVELTY CO., 115 MAGAZINE ST., NEW ORLEANS 12, LA. Tel: RAymond 7904

FOR SALE – Personal Music 5¢ Boxes in original carton $7.50; Personal Music Amp. $60.; 850's and 950's in good condition. Write for special price. OAKLAND AUTOMATIC SALES CO., 125 – 10th ST., OAKLAND, CALIF.

FOR SALE – 1 Keeney 3-Way Bonus Superbells, excellent condition $900.; 4 Atomic Bombers, like new $275.; 2 Jack Rabbits $250.; Genco "Whizz" $75.; Amusematic Lite League $115.; Ace Bomber (Mutoscope) $115. HANNA DISTRIBUTING CO., 169 CAMPBELL AVE., UTICA 4, N. Y. Tel. 6-1994

FOR SALE – ABC Bowler $20.; Big Parade $34.; Band Wagon $29.; Eagle Squadron $49.; Kismet $54.; Production $37.; Venus $22.; Yankee Doodle $39. All in good order on location or just off. Many others at comparative low prices. Will trade. SUN SALES CORP., 3817 N.E. 2nd AVE. MIAMI 37, FLA.

THE CASH BOX COIN MACHINE MART

CLASSIFIED ADVERTISING SECTION

FOR SALE

FOR SALE – 5 Ball Pin Games, clean and ready for locations $25. ea. or 5 for $100. Argentine, Attention, Belle Hop, Big Chief, Blondie, Bola Way, Bosco, Capt. Kidd, Champ, Dixie, Drum Major, Gobs, Gold Star, Gun Club, Hi Hat, Home Run '41, Horoscope, Majors '41, Pan American, Play Ball, Production, School Days, Score Card, Seven Up, Silver Skates, Snappy '41, South Paw, Speed Ball Spot Pool, Star Attraction, Stratoliner, Tail Gunner, Ten Spot, Victory, Zig Zag. BONNIVILLE AMUSEMENTS, 1111 BUCKINGHAM AVE., NORFOLK, VA.

FOR SALE – Ten Rock-Ola Commandos in excellent shape, ready for location. Cabinets perfect and all plastics intact. For sale at $175. F.O.B. Fayettevile. VEMCO MUSIC CO., 213 FRANKLIN ST., FAYETTEVILLE, N. C.

FOR SALE – Victory Derbys, like new $150. ea.; two 1946 5¢ Bangtails J.P., like new $250. ea.; Keeney Three Way 5-10-25 Super Bonus Bell $900.; 5¢-5¢ Lucky Lucres one coil type $50. ea.; 5-25 Lucky Lucres $60. ea. 1/3 deposit required HY-G MUSIC CO., 1415 WASHINGTON AVE. SO., MINNEAPOLIS 4, MINN. Tel;: At. 8587

FOR SALE – Write for our prices on new Keeney Carousels; Chicago Coin Playboy; Bally Ballyhoo; Exhibit Ranger. Call, write or phone. K. C. NOVELTY CO., 419 MARKET ST., PHILA. 6, PA. Tel: 7-4641

FOR SALE – Can you beat these prices? Bally Victory Derbys $139.50; Turf King and Jockey Club $50.; Sport King and Kentucky $35.; Chicago Coin Goalee $144.50; Bally Draw Bell $247.50; A.B.T. Challenger, new $37.50. All machines in perfect condition. HARMONY MUSIC CO., 817 HENNEPIN AVE., MINNEAPOLIS, MINN.

FOR SALE – Wurlitzer Counter Model #61. In good shape and ready for location. First offer of $65. and we will send it to you. Also have Solotone Equipment at very low prices. Write or wire. VEMCO MUSIC CO., 213 FRANKLIN ST., FAYETTEVILLE, N. C.

FOR SALE – Surf Queen, Stage Door Canteen, Suspense, Big Hat $89.50 ea.; Congo, Blue Grass, Record Time, Dark Horse, Sport Special $19.50 ea.; Club Trophy, '41 Derby $29.50 ea.; Pimlico, Longacre $39.50 ea. HACOLA CO., 265 FRANKLIN ST., BUFFALO 2, N.Y.

FOR SALE – Pilot Trainer, used only four months. Cannot be told from new. I am closing my arcade. $500. f.o.b. Los Angeles. Add $25. for crating. Send or wire 10% deposit. WM. NATHANSON, 2738-1/2 CINCINNATI ST., LOS ANGELES 53, CALIF.

FOR SALE – 8 – 24's 30 wire Seeburg Wall Boxes; 5-10-25 Wurlitzer Wall Boxes. All kinds of Music Boxes for sale. PIONEER MUSIC CO., INC., 329 WARREN ST., ROXBURY 19, MASS.

FOR SALE – Personal Music and Solotone Boxes. Also Studio and location amplifiers. Wire, phone or write for real low price. RUNYON SALES CO., 123 W. RUNYON ST., NEWARK 8, N. J. Tel: Bigelow 3-8777

FOR SALE – 15 Model 120 Wurlitzer Wall Boxes, $12.50 ea., Reconditioned and in perfect condition. MEL O DEE MUSIC CO., 626 W. WASHINGTON ST., PHOENIX, ARIZONA.

FOR SALE – We have them in stock. Contact us for your Hirsh Red Balls for state of Florida. Best money maker out today. Trouble free. Immediate delivery. Make us cash offer on any new or used pin tables you need. MURRELL AMUSEMENT CO., 1058 S. FLORIDA AVE., LAKELAND, FLA.

FOR SALE – 1 Rapid Fire $50.; 1 Western Baseball $50.; 2 – 7 ft. Skeeball Roll-a-Balls $40. ea.; 3 Keeney '38 Tracktimes, A-1 condition $75. ea.; 1 Ten Strike $50.; 2 Scientific Baseballs $60. ea. Also used Pinball machines. WESTCHESTER AMUSEMENT CO., 86 OAK ST., YONKERS 2, N. Y.

FOR SALE – The Best Mills Blue Fronts in the South. Any denomination. Ready for location. Refinished in Crackle Finish Baked on Paints. Also Mills Bells Refinished and Overhauled for $30.; parts are extra. Sixteen years experience. Send one in by Express. Work gauaranteed. MILTON BRAUN, RT. 3, BOX 428, FERGUSON AVE., SAVANAH, GA. Tel: 3-5432

FOR SALE – 3 Mills 40 1-2-3 $39.50 ea.; 30 Mills 39 1-2-3 $25. ea.; 1 Mills Owl $39.50; Five in One $39.50. IDEAL NOVELTY CO., 2823 LOCUST ST., ST. LOUIS 6, MO.

FOR SALE – We have 'em; buy your new or used 5 Balls from us and save money; Torchy; Cyclone; Ranger; Lightning; Carousel; Havana; Amber; Midget Racer; Suspense; Tornado, etc.; Packard Floor Models; Hideaways; Wall Boxes; Speakers; Adapters; Cable; Rock-Ola Floor and Playmasters; Rock-Ola Super 40 $189.50; Pace Slots; Lucky Strike and Penny Counter Games. For any needs and low prices contact: AUTOMATIC COIN MACHINE CO., 13 W. LINWOOD BLVD., KANSAS CITY 2, MO.

FOR SALE – Now available! New upright game sensation :Skill Wheel". A tested, proven money maker. On display in our showrooms. Come on in and see it, play it, and you'll positively buy! SEIDEL SALES, 458 W. 47th ST., N.Y., N.Y. Tel: PLaza 9-1380

FOR SALE – Sixty (60) Skee Balls; Bank Ball – 12 ft. – A-1 shape. What am I offered? BANK BALL AMUSEMENT CO., 12 GLENN AVE., WILLOUGHBY, OHIO

FOR SALE – 1 Keep 'Em Flying $65.; 1 5¢ Bally Reliance $18.; 5¢ Daval Free Play $19.; 1¢ Daval Best Hand $39.; 1 – 8800 Seeburg Hi-Tone "Late" $271.; 1 Rock-Ola 20 Hidden Unit $195.; 1 Schermack Stamp Vendor $32.; 1 Meter Matic CoinRadio $29. STEWART NOVELTY CO., 1361 SO. MAIN ST., SALT LAKE CITY 4, UTAH. Tel: 7-8171

*Please mention **THE CASH BOX** when answering ads—it proves you're a real coin machine man!*

THE CASH BOX COIN MACHINE MART

CLASSIFIED ADVERTISING SECTION

FOR SALE

FOR SALE – Wurlitzers; 1 – 500K $135.; 10 - 600R - $150. ea.; 5 - 700 $250. ea.; 8 - 750E $325. ea.; 6 - 800 $300. ea. 4 Seeburg Envoys RCES $200. ea. All in good order on location or just off. 60 unit AMI Hostess Equipment. Write for price. SUPREME DISTRIBUTORS, INC., 3817 N.E. 2nd AVE., MIAMI 37, FLA.

FOR SALE – New and used five balls; Roll down games; Music; New Tri-Score, $385.; One World. (Write for price); Total Roll $240.; Victory Derbys $147.50; Jockey Clubs $75. Big savings on all penny equipment. TWIN PORTS SALES CO., 2029 S. WASH. AVE., DULUTH, MINN.

FOR SALE – Rock-Ola Deluxe $214.50; 616 Lite-up $85.; Gem $205.; Lite League $139.50; Scientific X-Ray Poker $79.50; Red Ball $129.50. WANT – Used Phonograph Records. NATIONAL NOVELTY CO., 183 E. MERRICK AVE., MERRICK, L. I., N. Y.

FOR SALE – 10 Total Rolls, Latest Make, in perfect mechanical condition. No crates. Make me an offer. SHANNON NOVELTY CO., 1933 MANCHESTER RD., AKRON 14, OHIO.

FOR SALE – 10 Super Skee Rolls $110. ea.; 2 Air Raiders $65. ea.; 1 Rapid Fire $65. ea.; 2 Brand new, in cases, Champion Hockey $85. ea.; 1 Defender $95.; 1 Premier Skee Roll with Barrel $195. WANT – Total Rolls. MARCUS KLEIN, 577 – 10th AVE., N. Y. C.

FOR SALE – Eight Pokerinos in Original crates at $229.50, F.O.B. Cleveland, Ohio. WALTER DUGAN, 12 GLEN AVE., WILLOUGHBY, OHIO.

FOR SALE – Complete line of Mills new Black Cherry slots, Buckley's new Track Odds, rebuilt Black Cherry and Golden Falls machines in 5¢, 10¢ & 25c denominations. We are in a position to fill all your slot machine requirements. Immediate delivery on Black Cherry or Golden Falls complete Case & Casting assemblies. Contact us for highest quality merchandise at standard prices. WOLFE MUSIC CO., 1201 W. MAIN ST., OTTAWA. ILL. Tel: 1312.

FOR SALE – 1-10¢ Watling pre-war slot, clean, working; 6-16 Seeburg Adaptors $25. ea., these are new; 1-24 Wurlitzer Adaptor $25. used; one ball Santa Anita, $100. working. PRESTELL AMUSEMENT CO., 911 W. FRUIT AVE., ALBUQUERQUE, N. MEX.

FOR SALE – State your needs for Coin Machine Equipment. We can supply at lowest cost to you. Contact BOX 131, THE CASH BOX, 32 W. RANDOLPH ST., CHICAGO 1, ILL.

FOR SALE – DuGrenier, Rowe, National and Uneedapak cigarette and candy machines, all models, under market prices. All in good working condition, ready for location. Also all other coin equipment. Uneedapak parts. Want – Will buy anything. Send us your list. MACK H. POSTEL, 6750 NORTH ASHLAND AVE., CHICAGO 26, ILL.

FOR SALE – Best offer takes all or any part of following: 1 Model 42-24 Wurlitzer; 2 Model 616 Wurlitzers; 1 AMI Topflight; 1 AMI 40 Selection Singing Tower. MUSICAL SALES CO., 2634 OLIVE ST., ST. LOUIS 3, MO.

FOR SALE – AMI Telephone Hostess Music – Units of ten or more. Like new, reconditioned. Wire, phone or write for real low price. RUNYON SALES CO., 123 W. RUNYON ST., NEWARK, N. J. Tel: Bigelow 3-8777

FOR SALE – New Packard 1000 "Out Of This World" Revolving Speakers and all other models; Adaptors for Twin 12 Wurlitzer; new and used Pla-Mor Boxes; 5000 ft. 30 wire Cable; Special Pedestals to mount Pla-Mor and other boxes on the Dance Floor and many other places; new Phono Casters, fit any model, sample set $1. COLEMAN NOVELTY CO., 1025 FIFTH AVE., ROCKFORD, ILL. Tel: Main 1323

FOR SALE – The Latest Pin Games in stock for delivery. Bally Hoo; Honey; Play Boy; Ranger; Mexico; Torchy; Eureka; Also 1 Balls; Consoles; Slots; Liberal Allowance on your used games. 200 Games in A-1 shape ready for location priced $17.50 and up. Wire, Write, or Phone. ARK. TENN. DIST. CO., 507 E. MARKHAM ST., LITTLE ROCK, ARK. Tel: 4-0556

FOR SALE – 50 Buckley Chrome Boxes, 20 and 24 record $15. ea.: 50 old style Buckley Boxes $5. ea.; 6 Seeburg 30 wire Boxes $7.50 ea. SOUTHERN MUSIC DISTRIBUTING CO., 503 W. CENTRAL AVE., ORLANDO. FLA.

FOR SALE – Wurlitzer Skee Balls, Need Room. $100. F.O.B. Cleveland. First Come, First Served. SKILL AMUSEMENT CO., 1846 E. 23rd ST., CLEVELAND 14, OHIO. TEL: CHERRY 6425

FOR SALE – The most complete stock of Arcade Equipment, Cards and Supplies in the United States. Write for list. MIKE MUNVES, 510 W. 34th ST., NEW YORK CITY.

FOR SALE–Attention Arcade Owners! Slightly used, and floor model Atomic Bombers, almost like new $275.; also 1 Mills Panoram in excellent condition and thoroughly reconditioned. Will sacrifice at $225. For used phonographs, beautifully reconditioned, we have what you want. Write and let us know what you need. Seeburg Phonograph Distributors. AUTOMATIC EQUIPMENT CO., INC., 919-921 N. BROAD ST., PHILA. 23, PA.

FOR SALE – Kilroy $135.; Fast Ball $100;, Seabreeze $100.; Superliner $90.; Stage Door Canteen $60.; Tradewinds $50.; Catalina $40.; Surf Queen $50. REED MUSIC CO., 145 CENTRAL AVE., LAUREL, MISS.

FOR SALE – 12 Pinball Games, in excellent condition. Reasonable. Also 10,000 used records. X-CEL NOVELTY CO., 5240 N. 11th ST., PHILA., PA. Tel: MI. 4-2624

FOR SALE

THE CASH BOX COIN MACHINE MART

CLASSIFIED ADVERTISING SECTION

FOR SALE

FOR SALE – This is a blind ad, Mr. Operator, but don't you be blind to the opportunity afforded you to sell for cash or trade your equipment, such as Phonographs, Post-War Pinballs, Post-war Consoles, Mills Black Cherry Bells, Bally Draw Bells, Keeney Super Bonus Bells. Factory Distributors. Thirty years experience as operator and distributor. For Cash or Trade on the best and latest five (5) ball machines. Write P. O. BOX 135, THE CASH BOX, 381 FOURTH AVE., NEW YORK 16, N. Y.

FOR SALE – Rock-Ola Commando $150.; Watling 25¢ Rol-A-Top $65.; 9 column National Cig Machine $20.; Mills Four Bells $175.; Mills Futurity $49.; Mills Thrones $200.; Foot Ease $45.; Model 9800 $200.; Glitter Gold Mills 5¢ chrome $60. BELMONT VENDING CO., 703 MAIN ST., BRIDGEPORT, OHIO Tel: 750

FOR SALE – New Packard Hideaways (write for price); new Packard Wall Boxes $30.; also 20 International Ticket Scales $50. ea.; 2 Singing Towers $150. ea. JUKE BOX MUSIC CO., 1838 SO. 9th EAST, SALT LAKE CITY, UTAH

FOR SALE – Or will trade new model, used Big Game Hunters 1¢ Target Machines for Ten Strikes or Chicken Sam Ray Guns. Write. RELIABLE SKEE BALL CO., 2512 IRVING PARK RD., CHICAGO 18, ILL.

FOR SALE – Used Mills Slots: 5¢ Bonus $137.50; 10¢ Bonus $147.50; 5¢ Blue Front $97.50; 5¢ Brown Front $107.50; 10¢ Gold Chrome Bell $160.; 25¢ Gold Chrome Bell $165.; 25¢ Black Front Special $150.; 5¢ Cherry Bell $107.50. Brand new post-war Jennings Chief Jackpot Bells in all models available for immediate shipment. Write for complete list. AUTOMATIC COIN MACHINE CORP., 338 CHESTNUT ST., SPRINGFIELD, MASS. Tel: 4-1100

FOR SALE – All kinds of used machines in perfect condition. Write us for lowest prices. BRILLIANT MUSIC CO., 4606 CASS AVE., DETROIT 1, MICH. Tel: TEmple 1-7455

FOR SALE – Shoot your way to Tokio $25.; Liberator $25.; Sky Battle $70.; Zingo $50.; Ten Strike (H.D.) $35. GIOMI BROS., 216 N. 3rd ST., ALBUQUERQUE, N.M.

FOR SALE – Wurlitzer 500's, 600's. Will trade for new Packard boxes. Wurlitzer 700's, 800's, 850's, beautiful shape (Write); Bank Balls, like new, 10' long $185. ea.; or will trade for late pinballs; Wurlitzer 71's and 81's (Write). GILLES AMUSEMENT CO., 733 MAIN ST., OSAGE, IOWA.

FOR SALE – Globe Electric Coin Assorting machine Good as new, $250, Worth $290. BOSTON SALES AGENCY, INC., 1206 TREMONT ST., BOSTON 20, MASS.

FOR SALE – Ten Keeney Three Way Bonus Bells, like brand new $1100. ea.; Ten Evans Bangtails 1947 Models, used ten days $450. ea. SPEER COIN MACHINE SERVICE, 418 THIRD ST., SANTA ROSA, CALIF. Tel: 3713

FOR SALE – Jafco Roll-A-Ball Perfect, clean and crated, $135., Lots of 5 – $110. These Machines have been equipped with a new type Ball release. We have all types of equipment for sale. Write. We have your needs. FEEF NOVELTY CO., 415 N. 3rd ST., STURGEON BAY, WISC.

FOR SALE – Bally One-Ball Payouts – Victory Derbies, front repainted, machine can't be told from new $150. to $175. Authorized Mills and Keeney Distributors. Established 1905. SILENT SALES CO., SILENT SALES BLDG., 200 - 11th AVE. SO., MINNEAPOLIS 15, MINN.

FOR SALE – Ten Brand New Double Barrels in the crate $69.50 ea., 1946 Aireons converted to 1947 models: Write. Used Premier Barrel Rolls like new: 10½', $200.; 12½', $215. ALFRED SALES, INC., 1006 MAIN ST., BUFFALO 2, N. Y.

FOR SALE – Arcade Equipment; All Star Hockey; Super Torpedo; Sky Fighter; 3 Supreme Rocket; Periscope; 3 Liberators; Champion Hockey; 1 Zingo. Ready for Location. Make us an offer. RICHMOND SALES CO., 803-05 W. BROAD ST., RICHMOND 20, VA.

FOR SALE – Automatic Hostess Studio-Muzak type Background studio doing $50,000. annually. Situated between N. Y. and Phila. No competition. Enormous possibility for Expansion. Write BOX 130, THE CASH BOX, 381 FOURTH AVE., N. Y. 16, N. Y.

FOR SALE – 1 Wurlitzer 616 (110V., D.C.) $134.50; 1 Rock-Ola Premier $199.50; 2 Rock-Ola Commando $199.50 ea.; 1 Aireon Super Deluxe $475.; 1 Seeburg 8800 Hi Tone ESRC $232.50; 1 Seeburg 8200 Hi Tone $159.50. Phone, Wire, Write. SILENT SALES SYSTEM, 635 D. ST., N.W., WASHINGTON 4, D.C. Tel: DI-0500 2505 NO. CHARLES ST., BALTIMORE 18, MD. Tel: Belmont 8189

FOR SALE – Attention: Make us an offer: 1 – 25¢ Jennings Club Bell and 1 – 5¢ Club Bell; Bally Rocket; Bally Surf Queens; Exhibit Big Hit; Sky Chief; Super Triangle; Rola-Score; Seeb. Colonel ES; Wurl. 600R; Mills Thrones; Wurl. 616 lite up. OLSHEIN DISTRIBUTING CO., 1102 BROADWAY, ALBANY 4, N. Y.

FOR SALE – Keeney free play and payout – Skylark $40.; Fortune $50. as is; newly repainted and reconditioned Sky Lark $75.; Fortune $90. Authorized Mills and Keeney Distributors. Established 1905. SILENT SALES CO., SILENT SALES BLDG., 200 – 11th AVE. SO., MINNEAPOLIS 15, MINN.

THE CASH BOX COIN MACHINE MART

CLASSIFIED ADVERTISING SECTION

FOR SALE

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FOR SALE – We have about 50 WS-2Z Seeburg Wall-O-Matics and are offering them at a special price of $24.50 ea. The covers are not broken and every one has a 70L7 tube in it and is ready for location. Deposit Required. SPARKS SPECIALTY CO., SOPERTON, GA. Tel: 33

FOR SALE – Jockey Clubs and Turf Kings – Chrome drill proof rails, newly repainted cabinet more outstanding than original paint job, new coin chutes $100. ea.; Grand Nationals, Sport Kings ,Grandstands, Thistledowns $25. ea., five for $100. Authorized Mills and Keeney Distributors. Established 1905. SILENT SALES CO., SILENT SALES BLDG., 200 - 11th AVE. SO., MINNEAPOLIS 15, MINN.

FOR SALE – Large Selection of reconditioned phonographs available at very low prices. Write for complete list of machines. DAVE LOWY & CO., 594 TENTH AVE., NEW YORK CITY, N. Y. Tel: BRyant 9-0817

FOR SALE – Factory rebuilt Keeney 1938 Tracktime Consoles with all latest improvements. Cabinets refinished like new. $100. 1/3 dep. bal. C.O.D. Also 1 brand new Bally Big League in original carton $205.; 1 slightly used Surf Queen $150.; 2 used Flat Tops $125. ea. W. E. KEENEY MFG. CO., 7729 CONSTANCE AVE., CHICAGO. ILL.

PARTS AND SUPPLIES

FOR SALE – Free Play Adaptor for Model 1015 Wurlitzer in production. Adapter allowing Free play of Phonograph without Moto-Drive Register. Perfect for Party Jobs, continuous play and allows selection of records. $5. ea.; 3 for $12.50. COHEN AMUSEMENT CO., P. O. BOX 301, MONTGOMERY, ALA.

FOR SALE – Badger Parts Specials – 30 wire cable 19¢ ft.; Independent 7/8" Locks 60¢ ea., $6.80 doz.; 28 volt bulbs $15. per 100; B-3 pickups $2.95 ea., $32.50 doz.; Phono Title Strips $4.75 M, $4.50 M in 5M lots; Electric Hand Drill $11.80; 12" Speaker Cabinets $4.95; Coin Wrappers 65¢ M, 60¢ M case lots; Zipcord 250' Spool $4.75. Also parts in stock for Keeney, Rock-Ola, Bally, Mills Genco, Exhibit, Gottlieb, etc. BADGER SALES CO., INC., 2251 W. PICO BLVD., LOS ANGELES 6, CALIF.

FOR SALE–Westinghouse Mazda Lumilines, 24 to carton; Big Lamps 7½ to 75 Watt; Approved Plug Fuses 3 & 6 amp. (100 to pack) 5½¢ ea.; Glass Fuses (Auto Type) (little Fuse or Buss) (100 to pack) 1-2-3 amp. 3¢ ea.; ½ amp. 4¢ ea.; Rubber double action male plugs 8½¢ ea.; G.E. Mazda small bulbs number 51, 55, 63, 44, 46, 47 and 50. For best results use G.E. Mazda only. G.E. Mazda 1489 Gun Bulbs 45¢ ea. (Tops All). ARCADE BULB CO., 56 W. 25th ST., N .Y. 10, N. Y. Tel.: WAtkins 9-7490.

FOR SALE – Money Wrappers, Tubular Coin Wrappers, 1¢, 5¢, 10¢, 25¢. Steel Strong means no splitting of seams, is self opening, the only perfect wrapper. 70¢ per 1,000 9 boxes 5¢ wrappers to a case $6.30; 1¢ and 10¢ wrappers come packed 10 boxes to a case. Send for samples. Also quantity prices. Terms: 1/3 deposit, balance C.O.D. ST. LOUIS NOVELTY CO., 2718 GRAVOIS AVE., ST. LOUIS 18, MO.

FOR SALE – Coin Machine Needles made sp. for Coin operated automatic phonos. Durable – Long lasting No. 10 J Straight: 50 needles, 44¢ ea.; 100, 40¢ ea.; 500, 36¢ ea.; 1000, 36¢ ea. plus 100 needles Free. Small bulbs, pilot lites: No. 51 & 55 – 10 for 48¢, 100 for $4.40; 300, $.042 ea. No. 40, 46, 44, 47 – 10 for 58¢, 100 for $5.30, 300, $.05 ea. 3AG, 2 Amp. Fuses – $3. per 100. Less 2% C.O.D. BELMONT RADIO SUPPLY, 1921 BELMONT AVE., CHICAGO 13, ILL.

FOR SALE – New 30 Wire Alpha Cable $250. Spool 1000 ft.; Maple Skeeballs 3-1/8" 52¢ ea., $50. per 100; 2-3/4" 48¢ ea., $46. per 100; 2-1/2" 48¢ ea., $46. per 100; 2-1/4" 45¢ ea., $43. per 100. Largest parts supplier in the U.S.A. BLOCK MARBLE CO., 1425 N. BROAD ST., PHILA. 22, PA.

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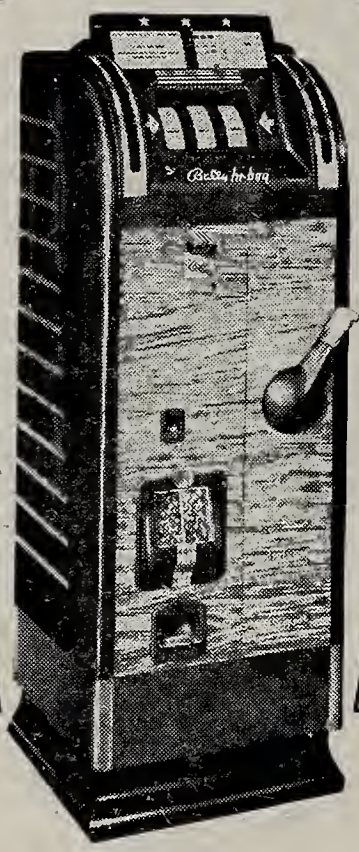

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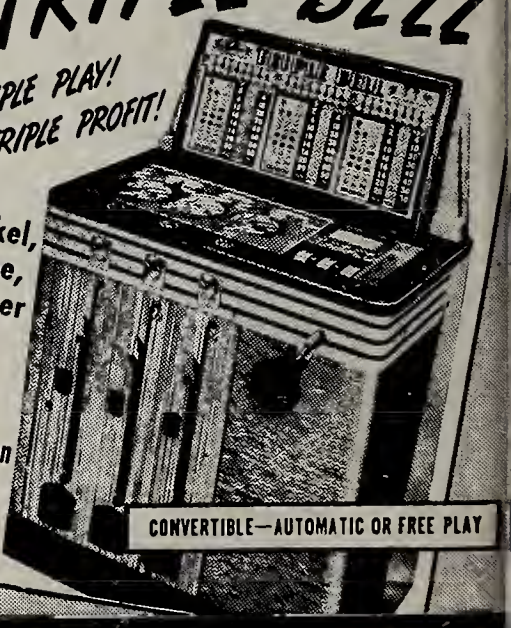

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